

Council – 17 September 2013

Communications Report

Executive summary and recommendations

**Introduction**

The report sets out the work of the Communications Department since the last meeting of Council. It includes statistical information and highlights activities undertaken in July and August across the range of communications channels.

**Decision**

The Council is requested to discuss the document.

**Background information**

None

**Resource implications**

The resources for the Department are set out in the annual workplan and budget 2013-14.

**Financial implications**

None

**Appendices**

Communications Report

**Date of paper**

5 September 2013

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## Communications Report

### Introduction

The report sets out the work of the Communications Department during July and August. It includes statistical information and highlights activities undertaken during this period. This includes:

- 1 Internal communications
- 2 Public information campaigns
- 3 Media
- 4 Northern Ireland, Scotland and Wales
- 5 Parliamentary activities
- 6 Publishing
- 7 Social media
- 8 Stakeholder meetings and activities
- 9 Web and digital

### 1 Internal communications

**Intranet:** 25 news stories were published on the intranet covering a range of topics including independent prescribing, professional indemnity, the fees consultation, the new phone system, HR consultations on various policies, wireless network update, and website improvements to register searches.

**Projects:** we supported the IT department in the roll-out of new telephone handsets and extension numbers across the organisation. Video content was created to assist employees setting up and using the new handsets, while further information and guidance was provided in advance, and on the day of launch (12 August).

**HCPC Update:** issues 35 (June), 36 (July) and 37 (August) were published during this period. Articles included: fees review; registration renewals; the professional indemnity event; The Chain; the education provider feedback report; a consultations round-up; the Council restructure; information security training and registration renewal.

### 2 Public Information Campaigns

**Life Channel campaign:** this campaign continues – it is a short 30 second film which is being screened in the waiting rooms of 2000 UK-wide GP surgeries, Sure Start Centres and NHS waiting rooms. The aim is to highlight to members of the public HCPC's regulatory role and the importance of checking the Register.

**Waiting room distribution campaign:** in July we launched our public information waiting room campaign. This included distributing 172,000 public information leaflets to 5,996 multi-GP surgeries nationwide, 8,000 bi-lingual leaflets to Wales sites and a further 20,000 to 1,000 UK-wide independent pharmacies.

**Google Adwords campaign:** in our most recent campaign report (Y5, Q4, 2013), statistics show that 42% more users are reaching the HCPC website over the last quarter (May – July) compared to six months ago and the average number of daily ‘click throughs’ is now 106 per day (previously 92 in the last quarter). This is largely due to the introduction of two social worker ads, one of which is the second highest performing ad after chiropody. A more detailed report is included as an appendix to this report.

**Citizens Advice Bureaux campaign:** in August, we completed a mailing to all 725 Citizens Advice Bureaux (CAB) in the UK and the Channel Islands. This included copies of our public information materials and the ‘How to raise a concern’ booklet. The purpose was to inform CAB advisers about the HCPC’s regulatory role.

### 3 Media

**Media releases:** we issued media releases on:

- Council recruitment;
- the consultation on standards of proficiency for operating department practitioners;
- the fees consultation; and
- new standards for prescribing, Approved Mental Health Practitioner approval criteria, and standards of proficiency for chiropodists / podiatrists and prosthetists and orthotists.

**FtP media releases:** 14 FtP releases on strike offs and suspensions have been issued.

**Media mentions:** 107 mentions in July and 170 in August. This includes national and local media as well as professional journals and registrant adverts.

**FtP in the media:** 47% (50 mentions) in July and 38% (65 mentions) in August of our coverage related to fitness to practise (FtP) hearings. Some of the hearings that generated the most coverage included: a paramedic struck off after not taking a patient to a specialist cardiac hospital; two paramedics suspended for leaving an intoxicated partygoer, who later died, with his friends instead of taking him to hospital; and a social worker struck off for a hardcore pornography conviction. Media included The Guardian, The Sun, The Daily Mail, BBC News and Cambridge Evening News as well as local media, for example, Cambridge News, Yorkshire Post, North Devon Journal.

**Professional media:** the media team has been promoting a number of HCPC-specific activities to professional journals in this period. This has included an article and press release on Council recruitment to support the advertising campaign and selling in the press release on the professional indemnity consultation.

- A number of journals have covered the **professional indemnity** consultation. The Psychologist, Podiatry Now, Bulletin (RCSLT), RAD magazine, the Operating Theatre Journal, Synergy News (Radiographers), Frontline (Physiotherapists) and the Journal of Perioperative Practice have covered professional indemnity in print, whilst IBMS and COT have promoted online.
- The **Council recruitment** process has been covered by a range of professional journals. BAPO has emailed its members on the topic and it has been posted online by ACS, BAAT and IBMS. News items or articles on recruitment have been or will be published in the following journals: BSHAA, The Operating Theatre Journal, OT News, Dietetics Today, The Psychologist and Frontline.
- Professional journals reporting on the **fees consultation** include the Biomedical Scientist (IBMS), Synergy News, BSHAA News, Operating Theatre Journal, Community Care, Complete Nutrition, Podiatry Now, Frontline and BAAT.
- During August, we received coverage on the new standards for independent prescribing for chiropodists / podiatrists and physiotherapists. This included coverage in professional body publications and other trade media, such as the National Health Executive, Pharmacy Magazine, BMJ, The Pharmaceutical Magazine, Chemist and Druggist and Boots online and a reference in the press release issued by the Department of Health/10 Downing Street.

Other coverage included articles on partner appointments, the standards of proficiency consultation for operating department practitioners and registration advice for students. Journals continue to run the public protection article by Anna van der Gaag, with Dietetics Today using it to discuss professionalism online in the following article.

**Media lines and responses issued:** we monitored the media coverage in relation to Daniel Pelka and a reactive line was developed for use in response to media queries.

#### **4 Northern Ireland, Scotland and Wales**

**Scotland:** we continue to work with representatives from the Scottish Government Health and Social Care Directorate and regulators in Scotland to plan the annual regulation event in Glasgow and the Parliamentary event in Holyrood, Edinburgh. We have also been arranging meetings with various stakeholders as well as meetings with representatives from the Health and Social Care Directorate.

**Wales:** we will be joining fellow health and social care regulators in Wales in organising a Parliamentary event in the Welsh Assembly. This will focus on raising awareness

amongst Welsh Assembly Members and their staff about health and care regulators in Wales and the collaborative work between them. As well as this, we have been arranging to attend a meeting of the Directors of Therapy in Wales and a meeting with representatives from the Department for Health and Social Services.

**Northern Ireland:** We have been liaising with representatives of the Department of Health, Social Services and Public Safety to arrange our routine catch-up meeting.

## 5 Parliamentary activities

We continue to monitor Parliamentary activities on a daily basis and flag to the relevant executive as required any issues of particular significance. All other issues are reported in Issues Brief. Examples of activities raised include:

- On Tuesday 9 July David Tredinnick MP led a Westminster Hall debate on the subject of statutory regulation for herbal practitioners. A number of MPs contributed to the debate and Dan Poulter MP, who responded for the government, announced that a working group on the issue will be formed in the early autumn. There has also been a written question from Ben Wallace MP on when herbal practitioners will be statutorily regulated by HCPC.
- On Wednesday 10 July the government published the Cavendish Review, carried out in the wake of the Francis Inquiry into Mid-Staffordshire NHS Foundation Trust. The review recommended that all healthcare assistants and social care support workers should undergo the same basic training, based on the best practice that already exists in the system, and must get a standard 'Certificate of Fundamental Care' before they can care for people unsupervised.
- On Tuesday 16 July Geraint Davies MP tabled an Early Day Motion (EDM) calling on the government to regulate counsellors and psychotherapists via the HCPC. The Motion has so far received the support of 43 MPs.

## 6 Publishing

**HCPC In Focus:** issue 48 (August) was published with articles on registration renewals, the fees consultation and Council recruitment.

**Reports:** the HCPC Annual Report 2013 was published on Tuesday 30 July 2013.

**Publications:** the statistics accompanying this report show a downward trend in terms of numbers requested in some areas. This is very much consistent with previous years as we see a downturn in activity during the summer. However, numbers have increased in some areas. For example the number of requests for student guidance on the standards of conduct performance and ethics peaks at this time of year as academic offices and course leaders prepare for the new student intake and request copies.

**Standards:** we have published a number of standards in this period including:

- the standards for prescribing were published on Tuesday 20 August 2013. At the same time we also published updated standards of proficiency for physiotherapists and radiographers, with the standard on supplementary prescribing removed.
- approval criteria for approved mental health professional (AMHP) programmes were published on 2 September 2013. We have made copies available to education providers in advance to allow them to prepare programmes.
- revised standards of proficiency for chiropodists / podiatrists and prosthetists / orthotists were published on 2 September 2013, as part of the ongoing review of the profession-specific standards of proficiency.

## 7 Social Media

**Facebook:** we currently have 2,270 likes on Facebook. The majority of our page visitors have been from the UK and we have received questions about CPD assessment and international registration.

**Twitter:** we have increased our following on Twitter from 4,056 to 4,687. Tweets this summer included promotion of the new hybrid Meet the HCPC event in Perth, answering queries about registration renewals, promotion of education seminars for the coming year, links to our blog posts, and Council recruitment. A programme of Twitter-based 'tweet chats' is currently under development.

**LinkedIn:** HCPC currently has 2,039 followers on the company LinkedIn pages, which is a steady increase compared to 1,655.

**HCPC blog:** in July and August we published: 'What is the opposite of competence?' and 'Striving for good governance' (Anna van der Gaag), and 'Independent prescribing for chiropodists / podiatrists and physiotherapists' (Charlotte Urwin).

**News:** we have published ten news items in this period, including online renewals, HCPC In Focus, occupational therapists beginning renewals, the fees consultation, and the new hybrid Meet the HCPC event.

## 8 Stakeholder meetings and activities

**Stakeholder meetings:** we held meetings with: the British Association of Prosthetists and Orthotists before the registration renewal period; the General Medical Council to discuss the next Health Professionals Crossing Borders meeting, which the HCPC is hosting; the Alliance of Health Care Regulators on Europe (AURE); the Recruitment and Employment Confederation; and annual meetings with the Institute of Biomedical

Science, the Society of Chiropractors and Podiatrists and the British Association of Dramatherapists to talk about current work and areas of concern for them.

**Issues Brief:** this has been published every Friday with information including the publication of Sir Bruce Keogh's review of hospitals with high mortality rates and the Berwick review 'Improving the Safety of Patients in England'. It also included the Care Quality Commission's (CQC) appearance in front of the House of Commons Health Select Committee as part of their investigation into the work of the CQC and Jeremy Hunt's statement in the House of Commons on the publication of Sir Bruce Keogh's review of hospitals with high mortality rates.

**Web pages:** the 'Working with stakeholders' pages on the website (under 'About us') have been updated to better reflect the range of stakeholders the organisation works with, including the public, service users, employers, government and other regulators. This includes updated commentary of our work in these areas as well as links to further information on our website and on external sites.

## 9 Web and Digital

**Web updates:** 48 updates in this period including information on the new standards for prescribing, council and committee recruitment information, revised design and content for the 'other regulators' section, and various updates on the intranet.

**Web deployments:** changes to support the 'Annotation of the Register' project have been deployed to the HCPC website; these include updates and design improvements to the 'Check the Register' and 'Multiple Register Search' pages.

**Video:** video content uploaded to YouTube includes presentations from our London employer event, revised CPD guidance including subtitles and a short interview with Jacqueline Ladds to promote the new hybrid Meet the HCPC event in Perth. Video guidance on using new telephone handsets was published on the intranet.

**Apps:** both android and IOS apps have been updated in line with the 'Annotation of the Register' project. This allows additional entitlements to be displayed on the Register, and also includes support for iPhone 5 display.

### Some priorities for the month ahead

Members of the communications team will be attending the Conservative, Liberal Democrat and Labour Party autumn conferences as part of our membership of the Health Hotel. We will be attending and contributing to a number of relevant fringe events, as well as the Health Hotel reception and debate at each conference.

We are working on the production of the Fitness to practise annual report 2013, which will be published at the end of October 2013. We will also publish a "key information"

document alongside it, particularly for use at external events and to distribute to those who prefer a snapshot of some of the key statistics from the report.

We are currently planning the supporting communications for the next phase in the professional indemnity project. This includes promoting the detailed guidance and FAQs which will be published in October.

Work continues on two public information campaigns. The first is the 'Be Sure' (older people) campaign which is a short film designed to raise awareness of our role in regulation amongst older people. The second is a broadcast campaign designed to raise awareness of understanding public protection. Both campaigns will be launched later in the year and we continue planning the extent and reach for both.

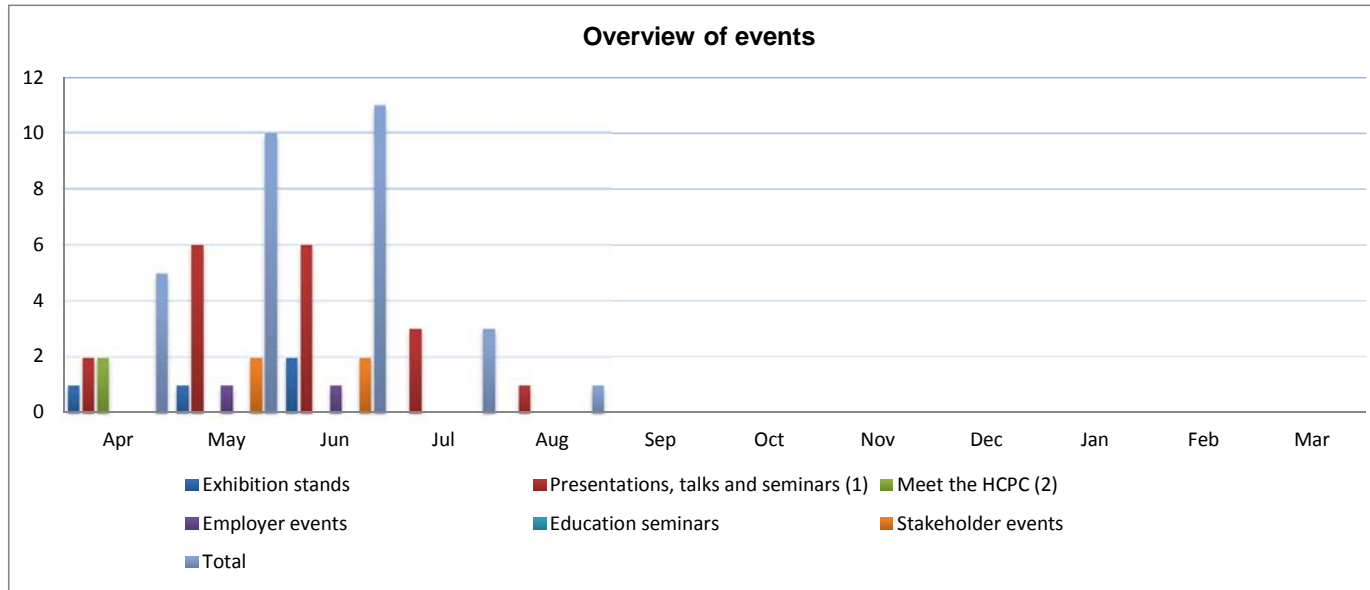
Planning is underway for the HCPC first ever hybrid event. At the Perth Meet the HCPC event there will be face-to-face or 'live' participants as well as a 'virtual' online audience in one or more locations. Unlike at previous Meet the HCPC events, if registrants are unable to attend the event in person, they can log-on from home, work or on the move, to participate in a live webstream. Although the event is taking place in Scotland, so far we have people signed up to join us online from Blackpool, Cardiff and India.

We are also planning for the upcoming Education seminars. The service user and career involvement seminar taking place in London is already fully booked, with further events in Glasgow and Belfast in October.



**Statistics - Contents**

Events	Overview of events	2
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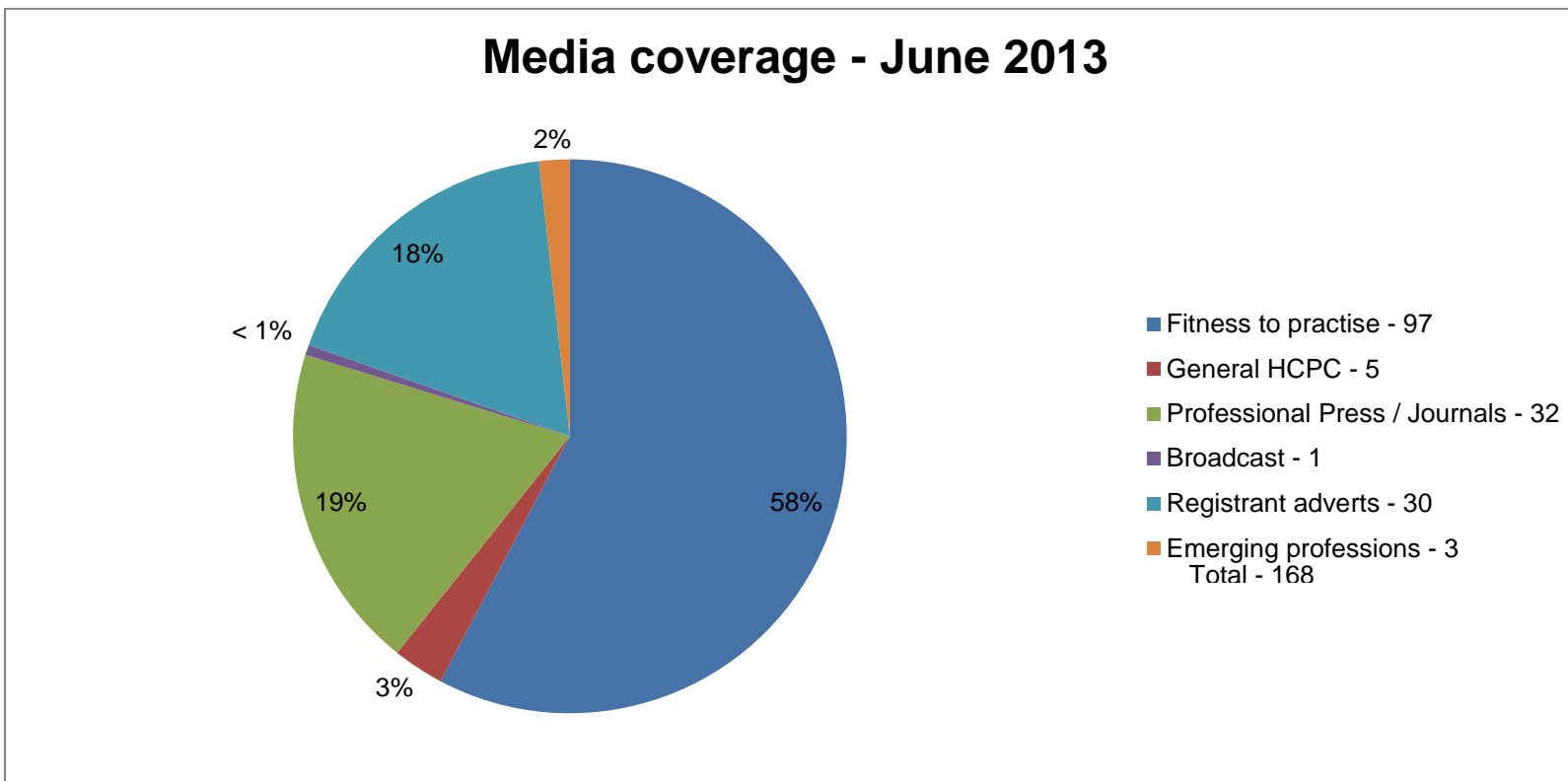


	2013						2014						Year to date
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Exhibition stands	1	1	2	0	0								4
Presentations, talks and seminars (1)	2	6	6	3	1								18
Meet the HCPC (2)	2	0	0	0	0								2
Employer events	0	1	1	0	0								2
Education seminars	0	0	0	0	0								0
Stakeholder events	0	2	2	0	0								4
<b>Total</b>	<b>5</b>	<b>10</b>	<b>11</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>30</b>

1. Presentations, talks and seminars given to any stakeholder group  
 2. 2 events on 1 day

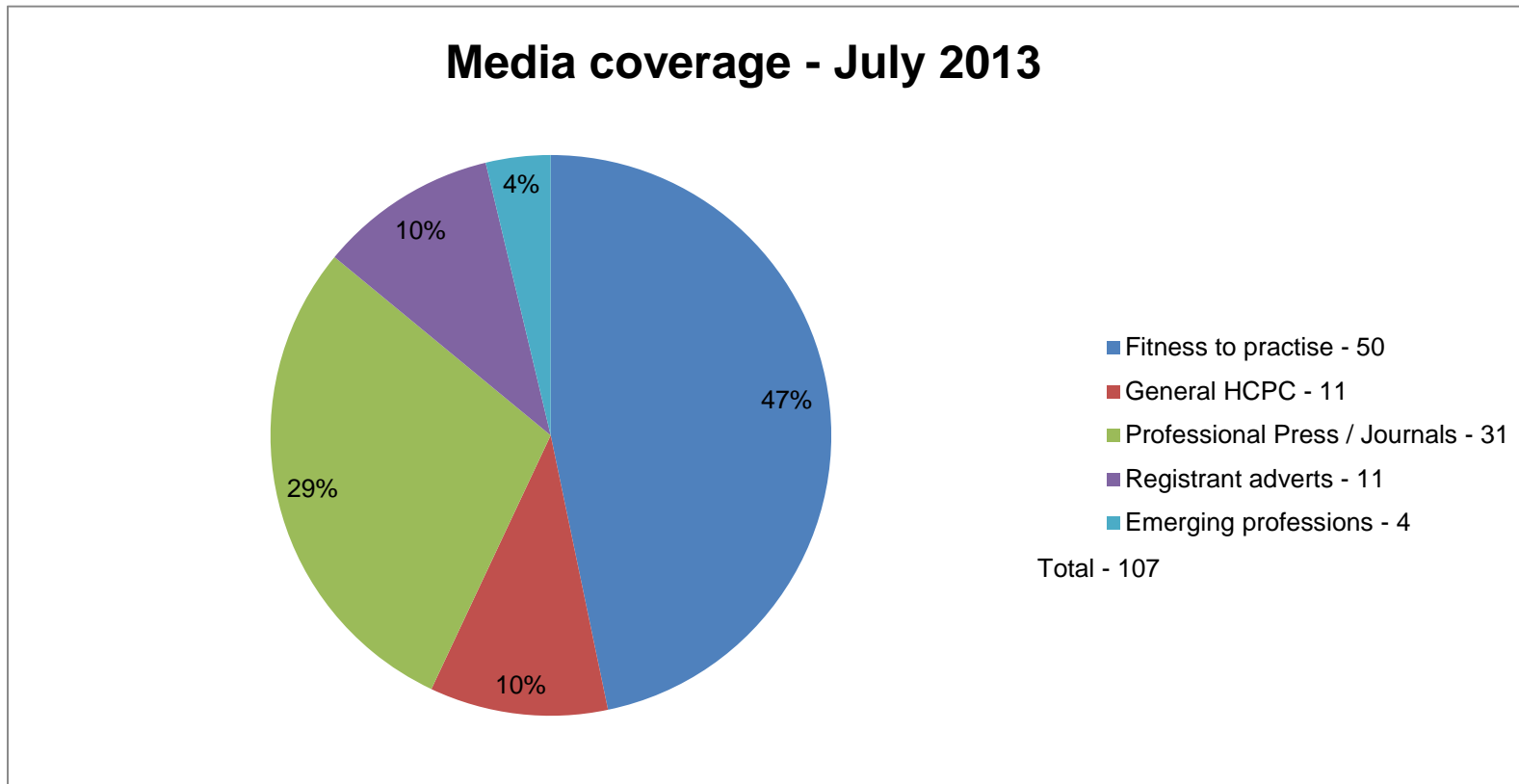
**Media coverage to 30/06/13**

Fitness to practise - 97	97
General HCPC - 5	5
Professional Press / Journals - 32	32
Broadcast - 1	1
Registrant adverts - 30	30
Emerging professions - 3	3
<b>Total</b>	<b>168</b>



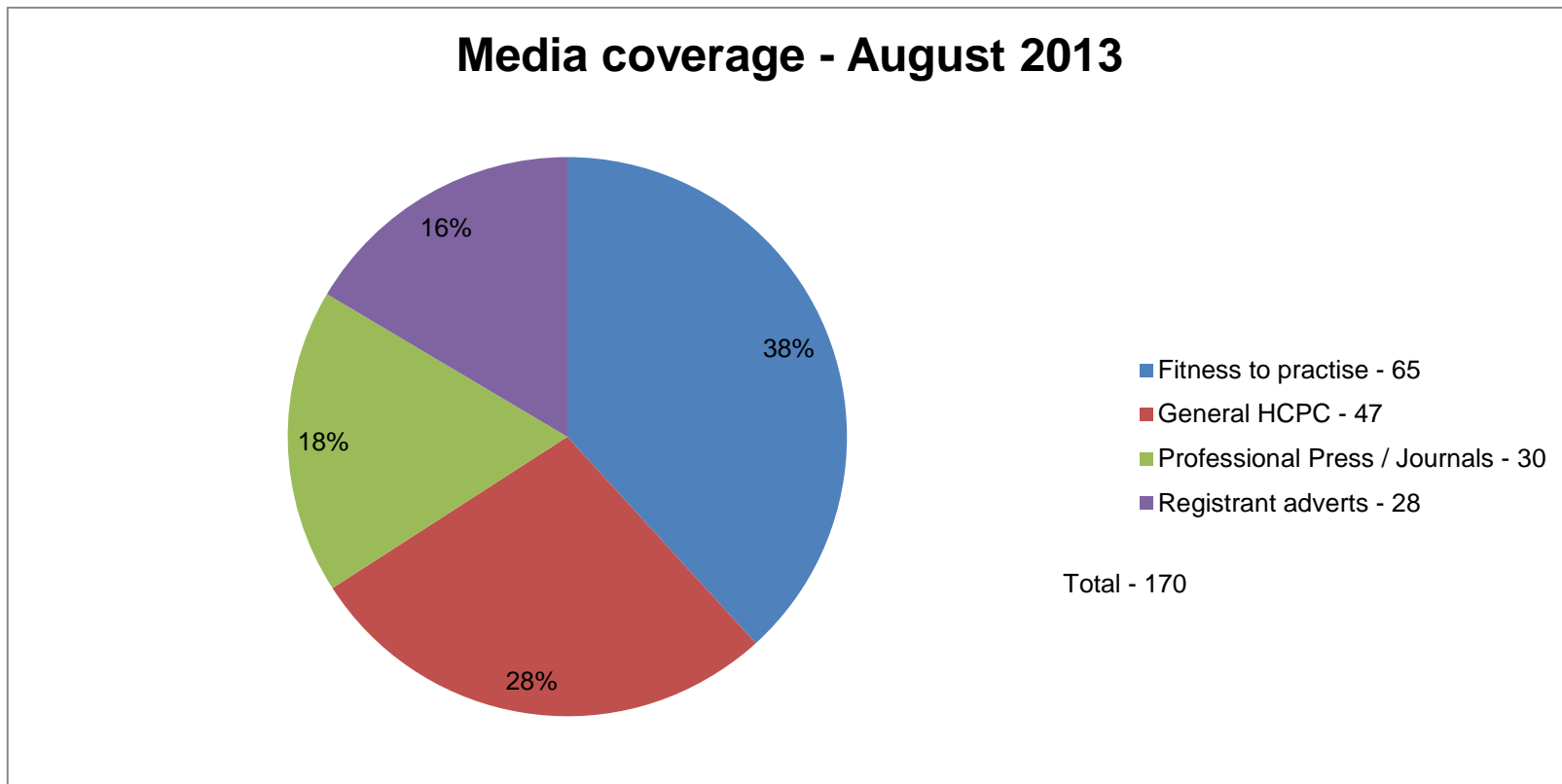
**Media coverage to 31/07/13**

Fitness to practise - 50	50
General HCPC - 11	11
Professional Press / Journals - 31	31
Registrant adverts - 11	11
Emerging professions - 4	4
Total	107

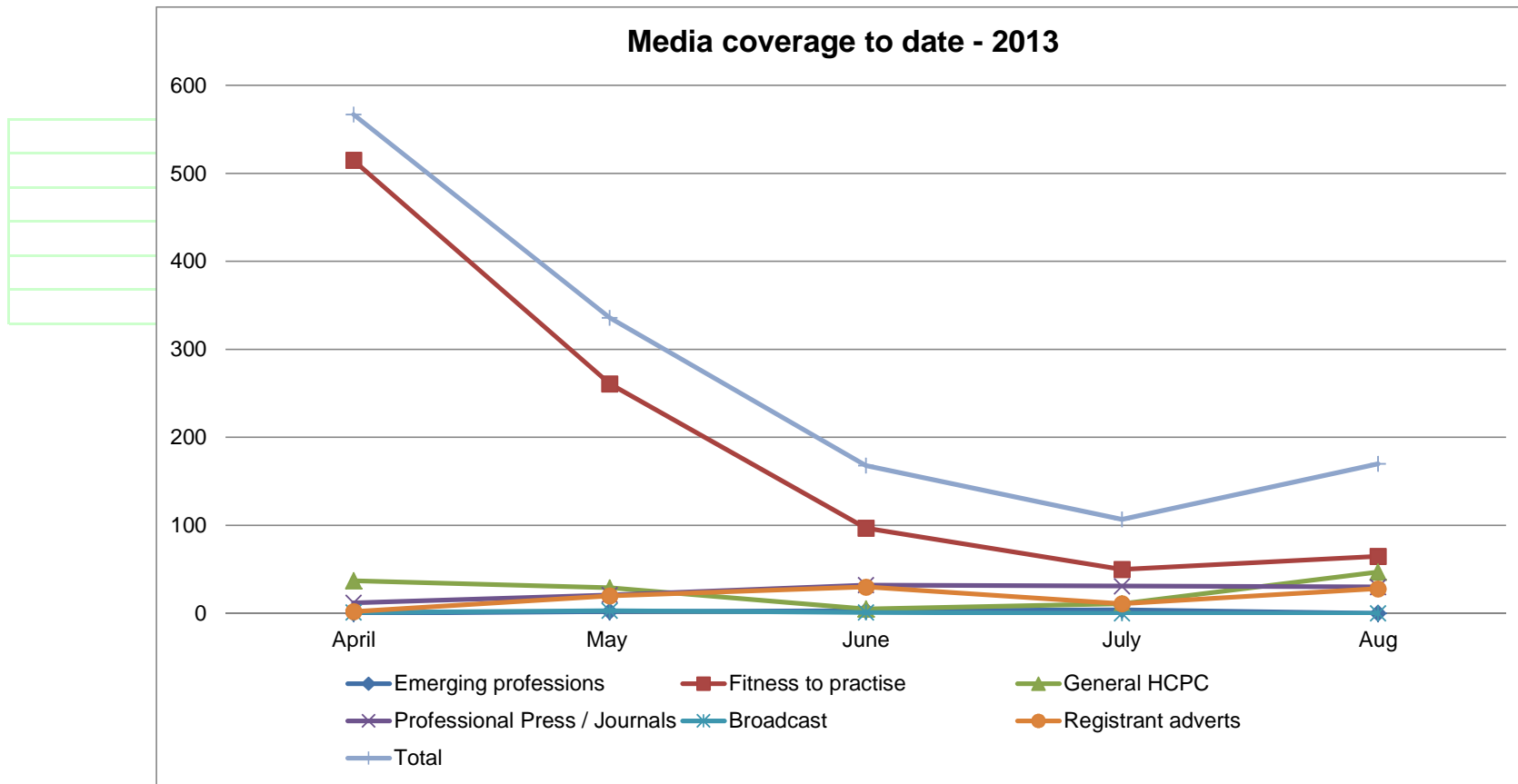


**Media coverage to 31/08/13**

Fitness to practise - 65	65
General HCPC - 47	47
Professional Press / Journals - 30	30
Registrant adverts - 28	28
Total	170



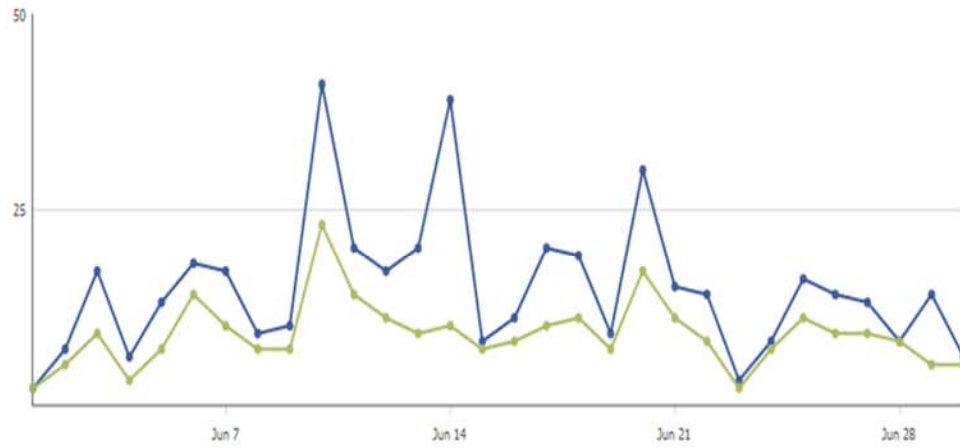
	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March
Emerging professions	0	2	3	4	0							
Fitness to practise	515	261	97	50	65							
General HCPC	37	29	5	11	47							
Professional Press / Journals	12	21	32	31	30							
Broadcast	1	3	1	0	0							
Registrant adverts	2	20	30	11	28							
<b>Total</b>	<b>567</b>	<b>336</b>	<b>168</b>	<b>107</b>	<b>170</b>							



Facebook (June + July)

Page Views

Page Views?  Unique Visitors?

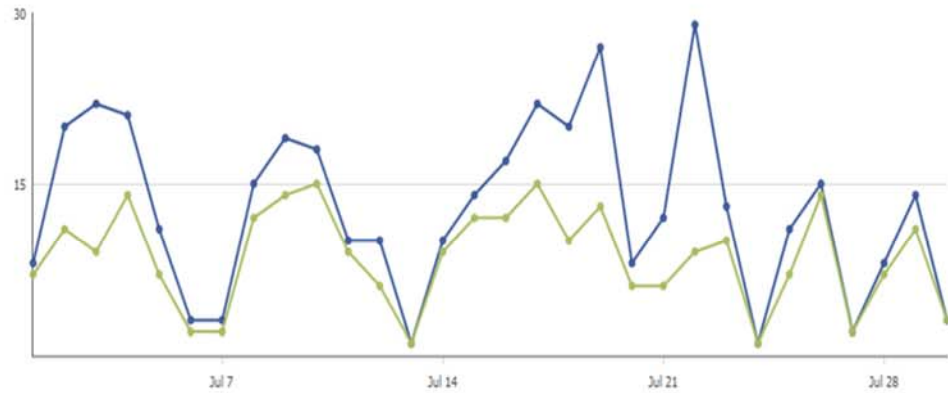


Organic?  Paid?  Viral?  Total?

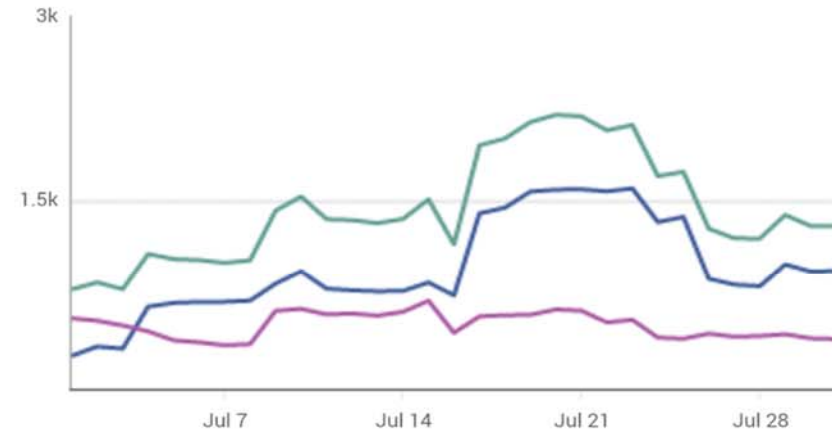


Page Views

Page Views?  Unique Visitors?

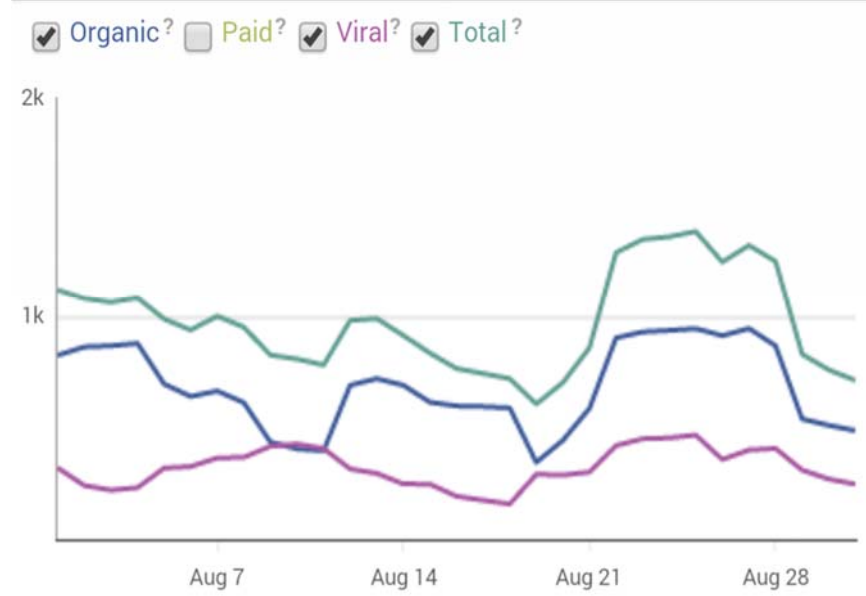
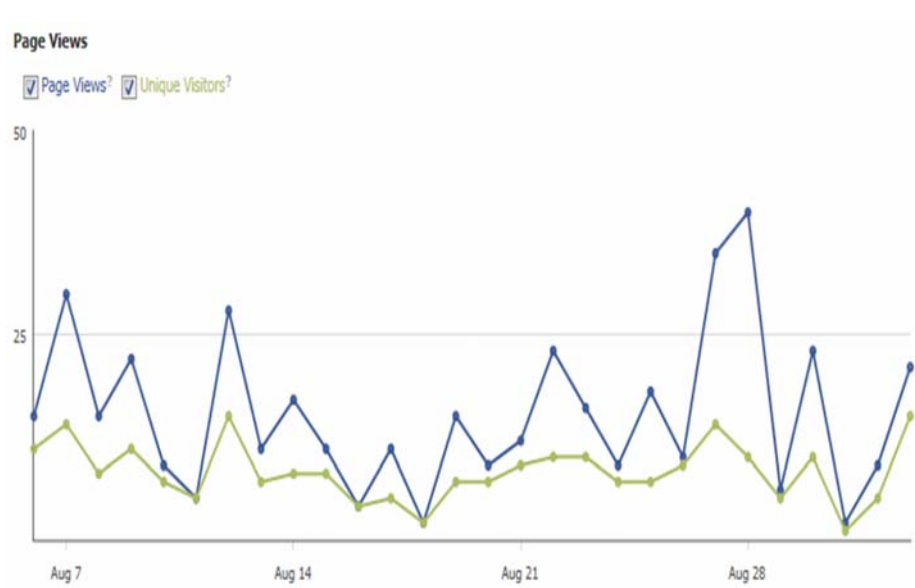


Organic?  Paid?  Viral?  Total?



**Organic** The number of unique people who saw HCPC content in their news feed, ticker or on the HCPC Page.  
**Viral** The number of people who saw a story about the HCPC Page from a friend. Includes likes, shares, comments, posts.  
**Total** The number of people who saw any content related to the HCPC Page

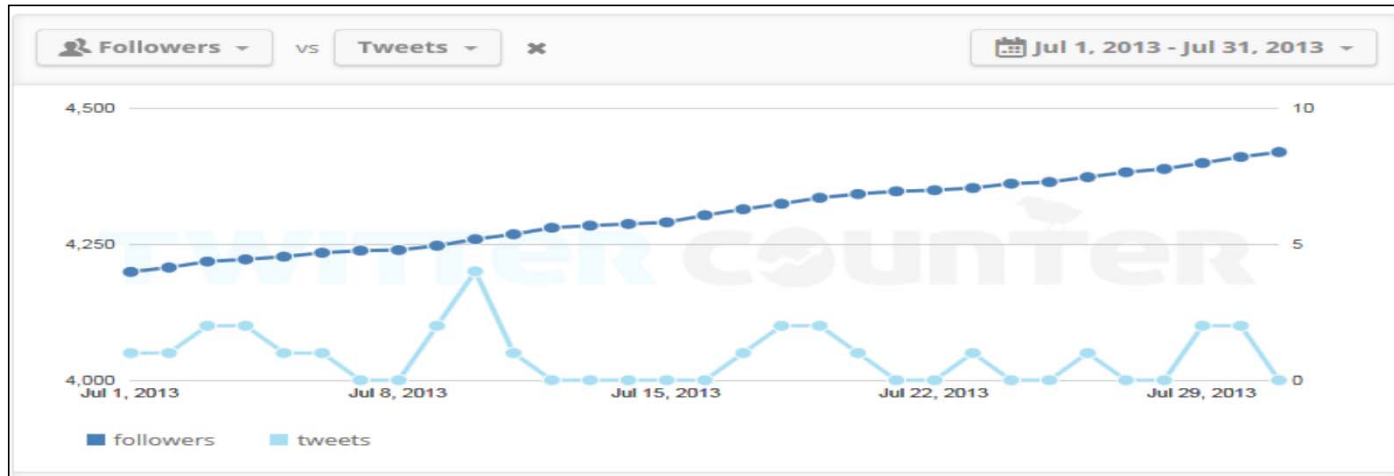
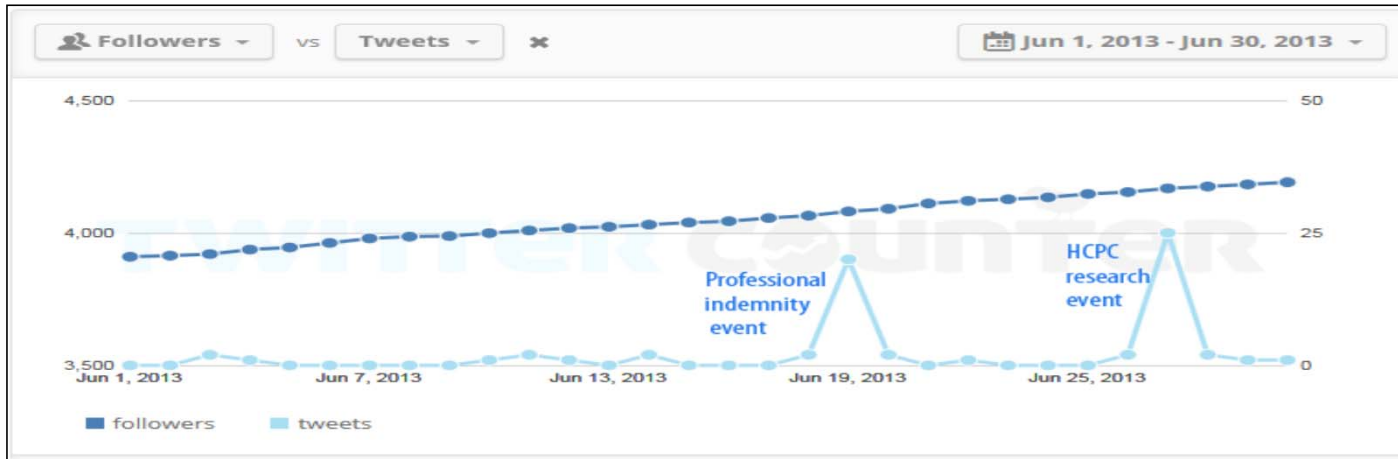
Facebook (August)



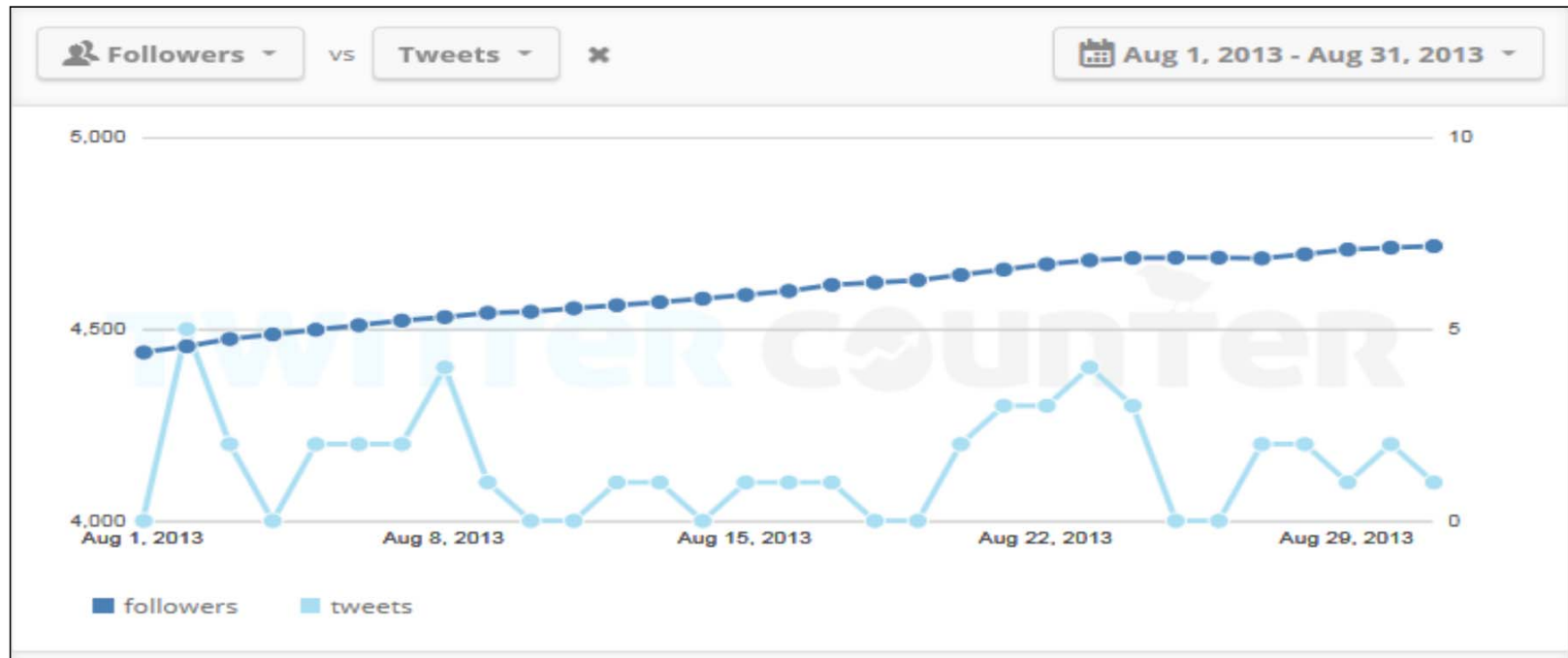
**Organic** The number of unique people who saw HCPC content in their news feed, ticker or on the HCPC Page.  
**Viral** The number of people who saw a story about the HCPC Page from a friend. Includes likes, shares, comments, posts.  
**Total** The number of people who saw any content related to the HCPC Page



Twitter (June + July)

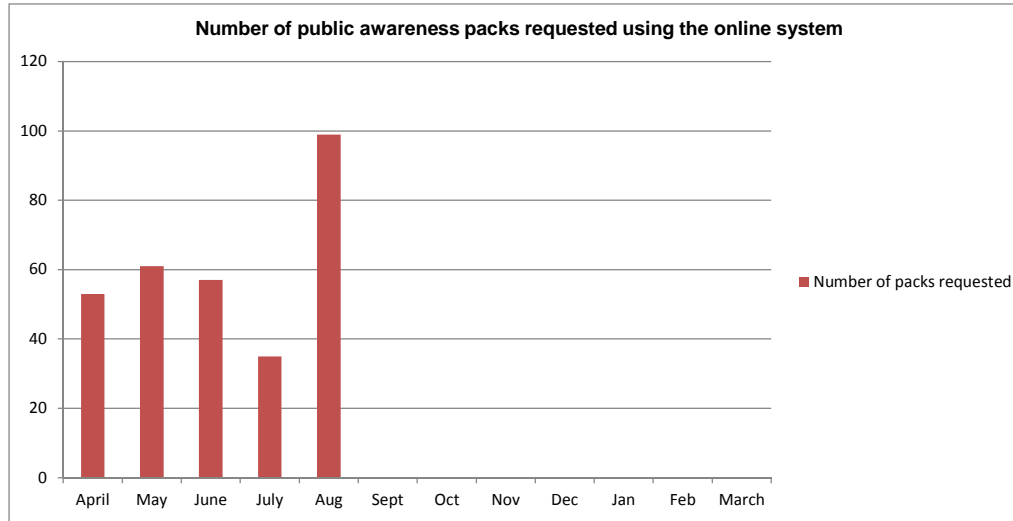


Twitter (August)



**Public awareness packs**

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
Number of packs requested	53	61	57	35	99								305



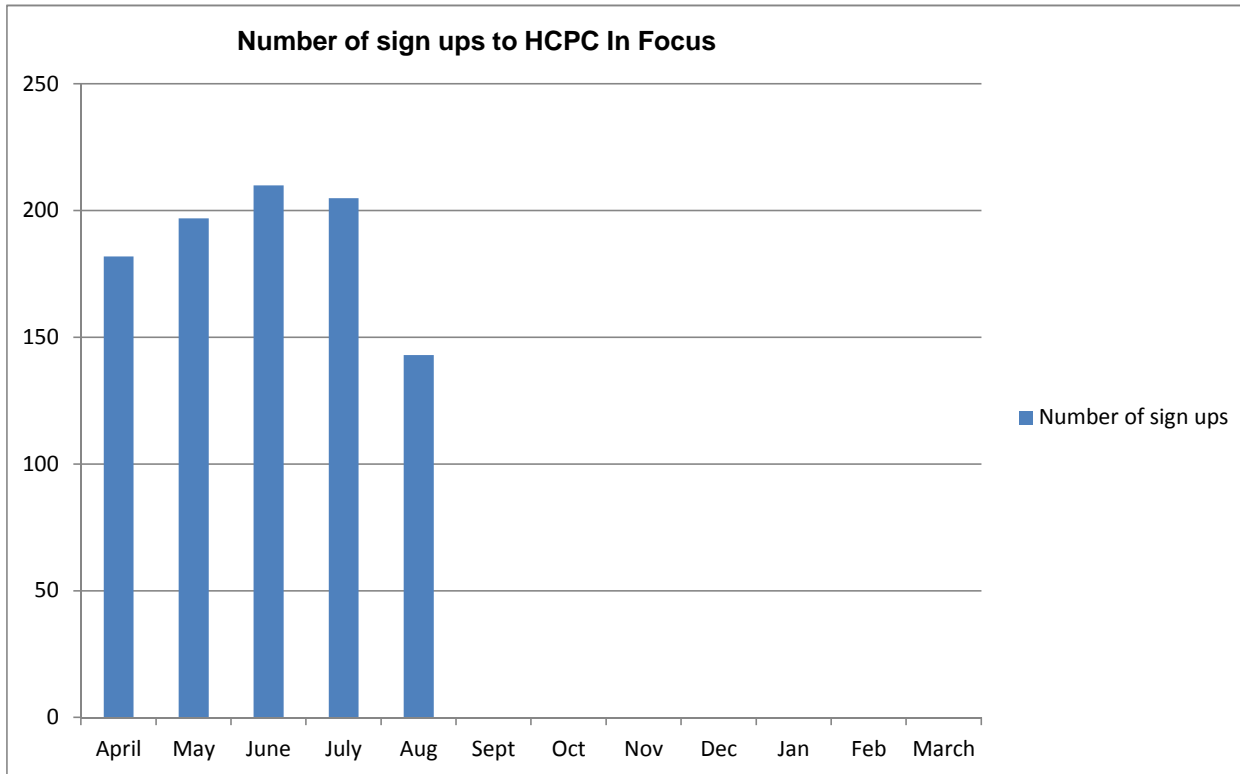
One public awareness pack consists of 25 public awareness leaflets, two public awareness posters, one renewal reminder poster and one promoting your HCPC registration leaflet

**Number of packs requested per month by profession**

Profession	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
Arts Therapists	1	3	0	0	0								
Biomedical scientists	1	3	4	0	2								
Chiropodists	19	16	6	7	27								
Clinical scientists	0	0	0	0	0								
Dietitians	0	0	3	0	1								
Hearing aid dispensers	0	0	0	0	0								
Occupational therapists	0	3	4	1	14								
Operating department practitioners	2	1	0	0	10								
Orthoptists	0	0	1	0	2								
Paramedics	5	3	3	4	4								
Physiotherapists	9	8	11	6	14								
Practitioner psychologists	0	0	0	0	0								
Prosthetists / orthotists	0	0	2	0	0								
Radiographers	0	0	0	0	1								
Social workers in England	4	5	2	5	4								
Speech and language therapists	0	0	0	5	6								
Other	12	19	21	7	14								
	53	61	57	35	99	0	0	0	0	0	0	0	305

**In Focus sign ups**

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total number of subscribers
Number of sign ups	182	197	210	205	143								22,935

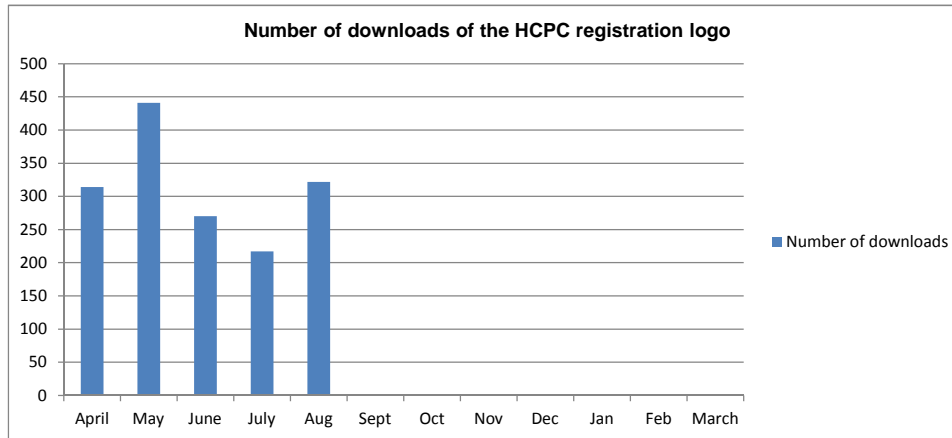


**Registration logo downloads**

Month	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
Number of downloads	314	441	270	217	322								1564

Month	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
Number of unregistered downloads	1	0	0	0	0								1

Any download of the logo by someone that is not registered is forwarded to the FTP protection of title team

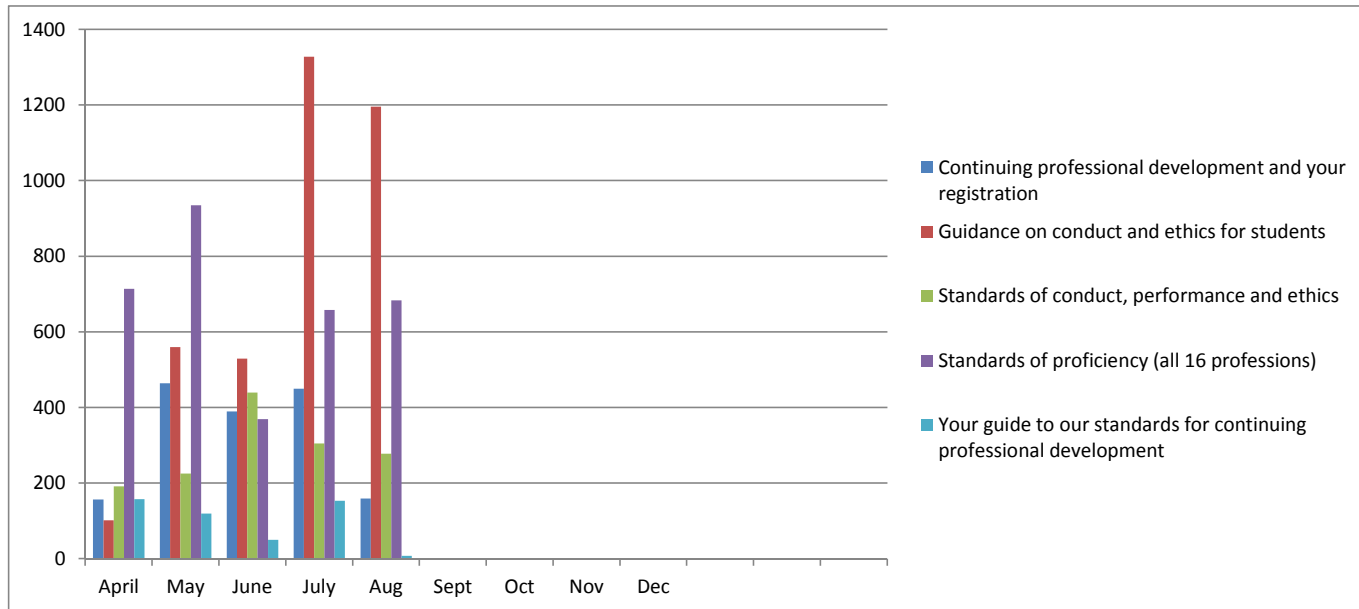


**Breakdown of downloads per month by profession**

Profession	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
Arts Therapists	16	15	20	6	9								
Biomedical scientists	4	5	4	2	4								
Chiropodists	42	31	21	26	43								
Clinical scientists	1	0	11	1	1								
Dietitians	18	9	10	7	10								
Hearing aid dispensers	9	5	3	4	3								
Occupational therapists	23	12	8	13	15								
Operating department practitioners	1	0	1	0	3								
Orthoptists	1	0	0	0	5								
Paramedics	24	14	31	30	78								
Physiotherapists	17	42	40	54	29								
Practitioner psychologists	51	243	89	49	68								
Prosthetists / orthotists	8	3	0	1	0								
Radiographers	24	5	3	2	2								
Social workers in England	14	28	13	8	17								
Speech and language therapists	61	29	16	14	35								
	314	441	270	217	322	0	0	0	0	0	0	0	0

**Top five requested publications**

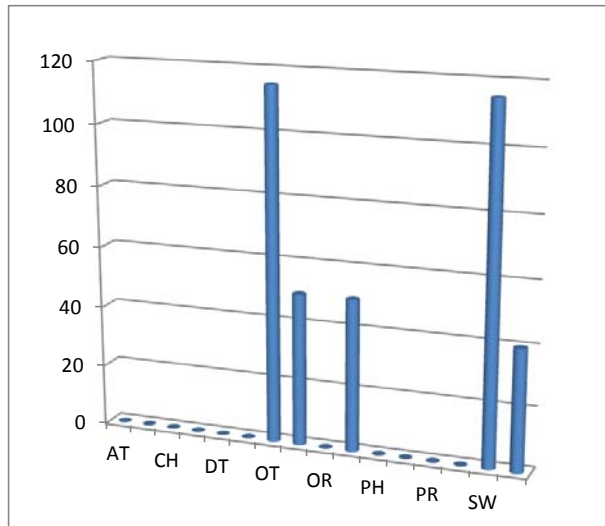
	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
Continuing professional development and your registration	157	464	390	450	160								
Guidance on conduct and ethics for students	102	560	530	1328	1196								
Standards of conduct, performance and ethics	192	226	440	305	278								
Standards of proficiency (all 16 professions)	714	935	370	658	684								
Your guide to our standards for continuing professional development	158	120	50	154	8								



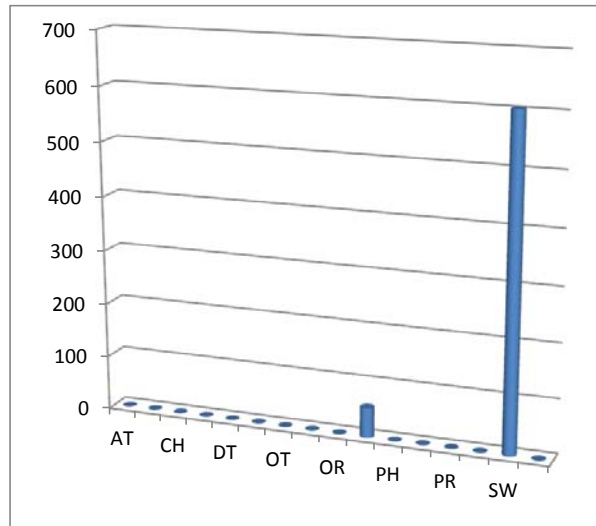
**Standards of proficiency by month**

Standards of proficiency	AT	BS	CH	CS	DT	HAD	OT	ODP	OR	PA	PH	PYL	PR	RA	SW	SL
April	2	2	52	2	169	2	172	2	6	12	52	2	52	2	133	52
May	40	0	20	0	8	0	57	0	5	25	20	90	0	30	590	50
June	0	0	0	0	0	0	115	50	0	50	0	0	0	0	115	40
July	0	0	0	0	0	0	0	0	0	55	0	0	0	0	603	0
August	19	0	0	0	80	0	110	135	0	35	30	80	0	0	135	60
<b>Total</b>	<b>61</b>	<b>2</b>	<b>72</b>	<b>2</b>	<b>257</b>	<b>2</b>	<b>454</b>	<b>187</b>	<b>11</b>	<b>177</b>	<b>102</b>	<b>172</b>	<b>52</b>	<b>32</b>	<b>1576</b>	<b>202</b>

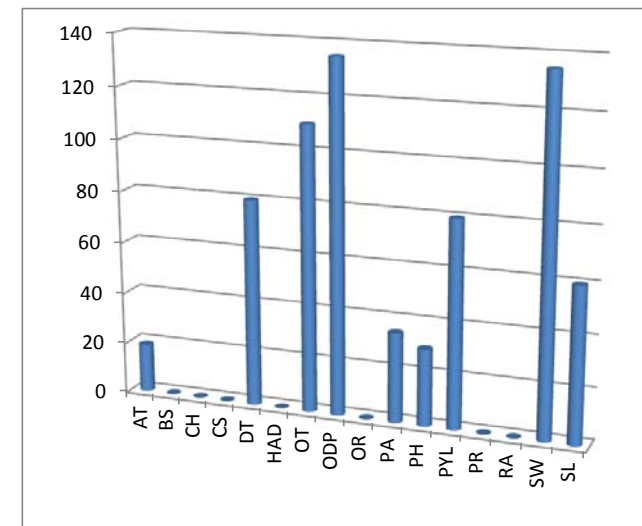
**June**



**July**

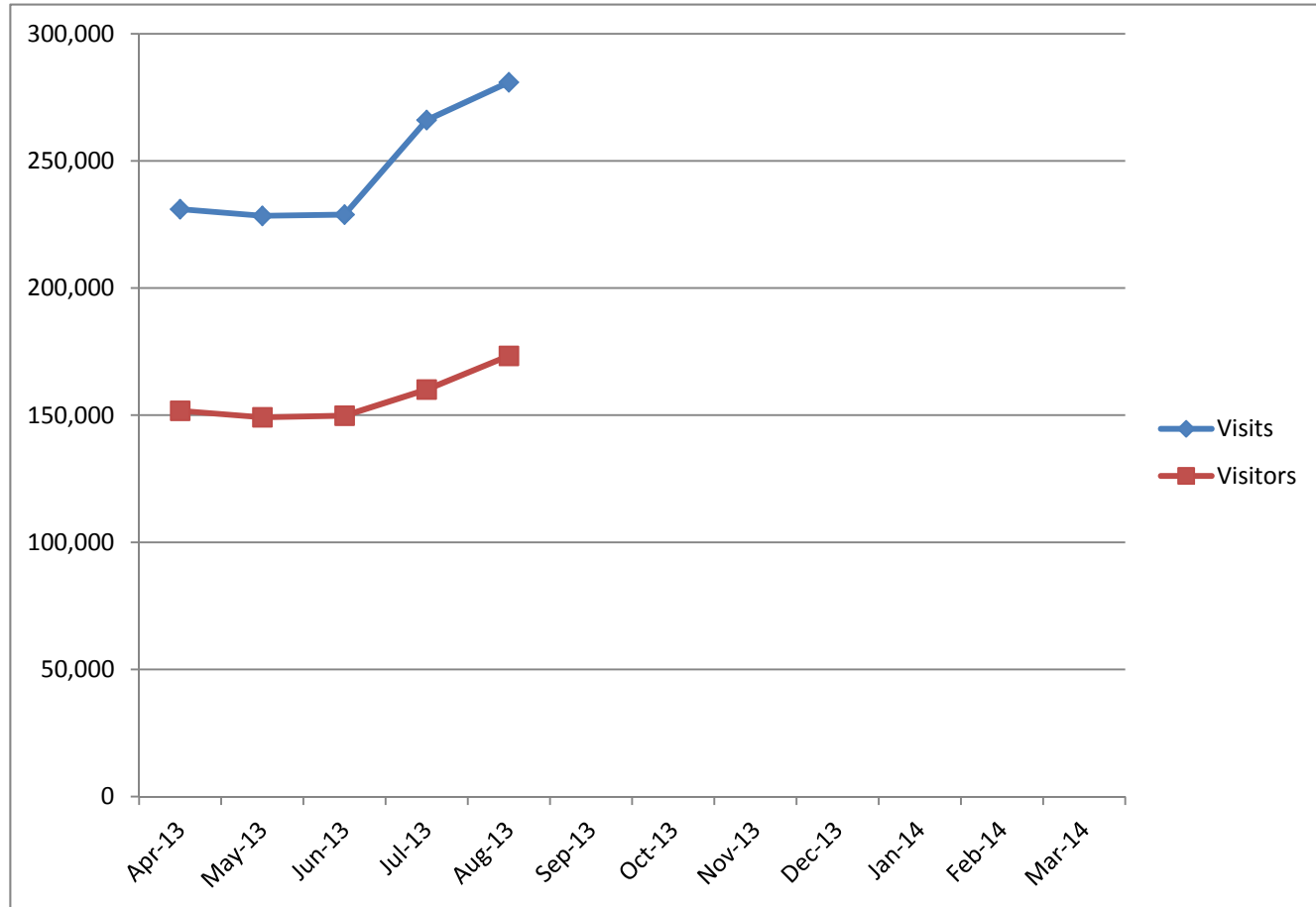


**Aug**



**HCPC website traffic**

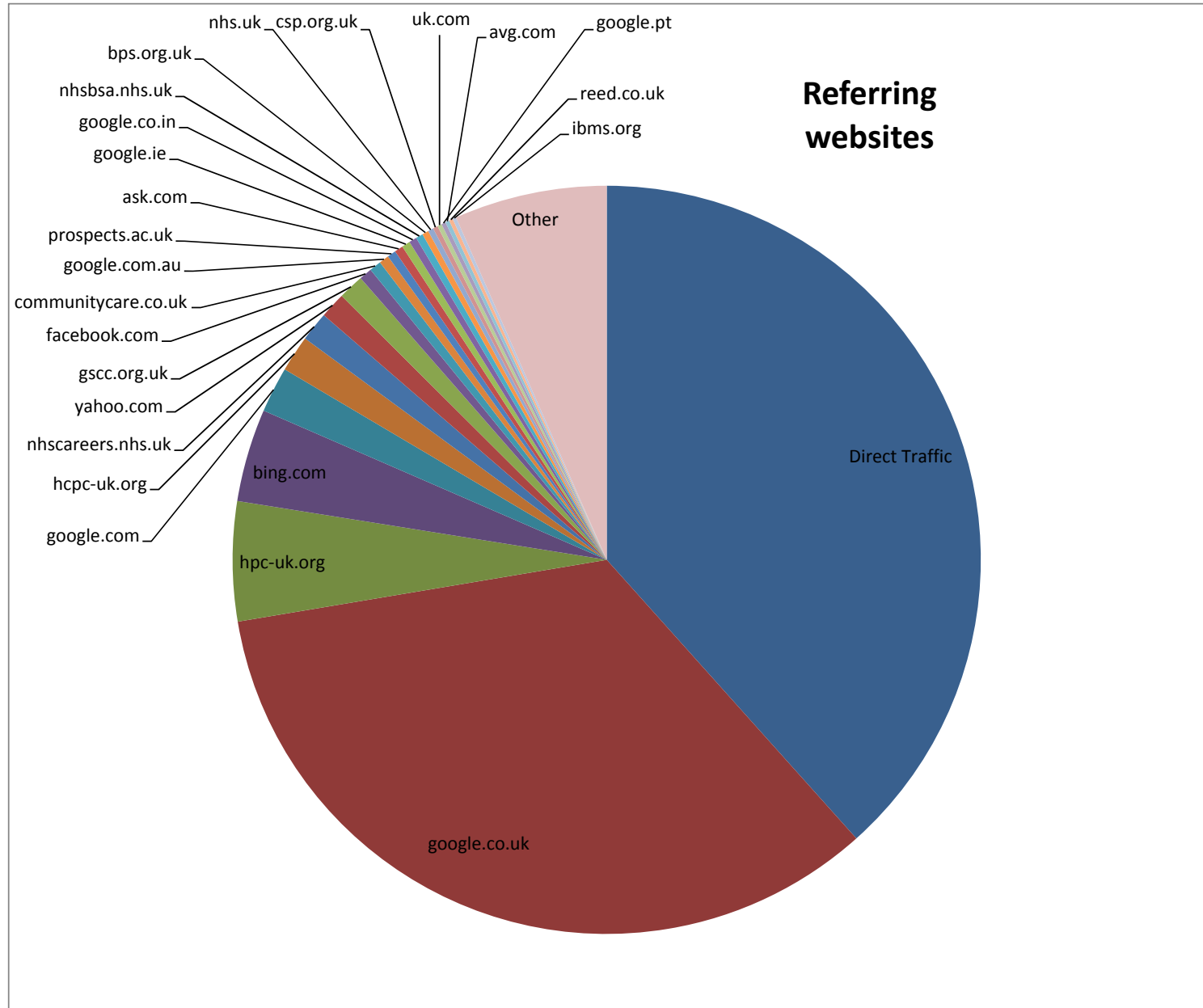
	<b>Visits</b>	<b>Visitors</b>
Apr-13	231,030	151,735
May-13	228,388	149,184
Jun-13	228,865	149,801
Jul-13	266,063	160,105
Aug-13	280,954	173,343
Sep-13		
Oct-13		
Nov-13		
Dec-13		
Jan-14		
Feb-14		
Mar-14		





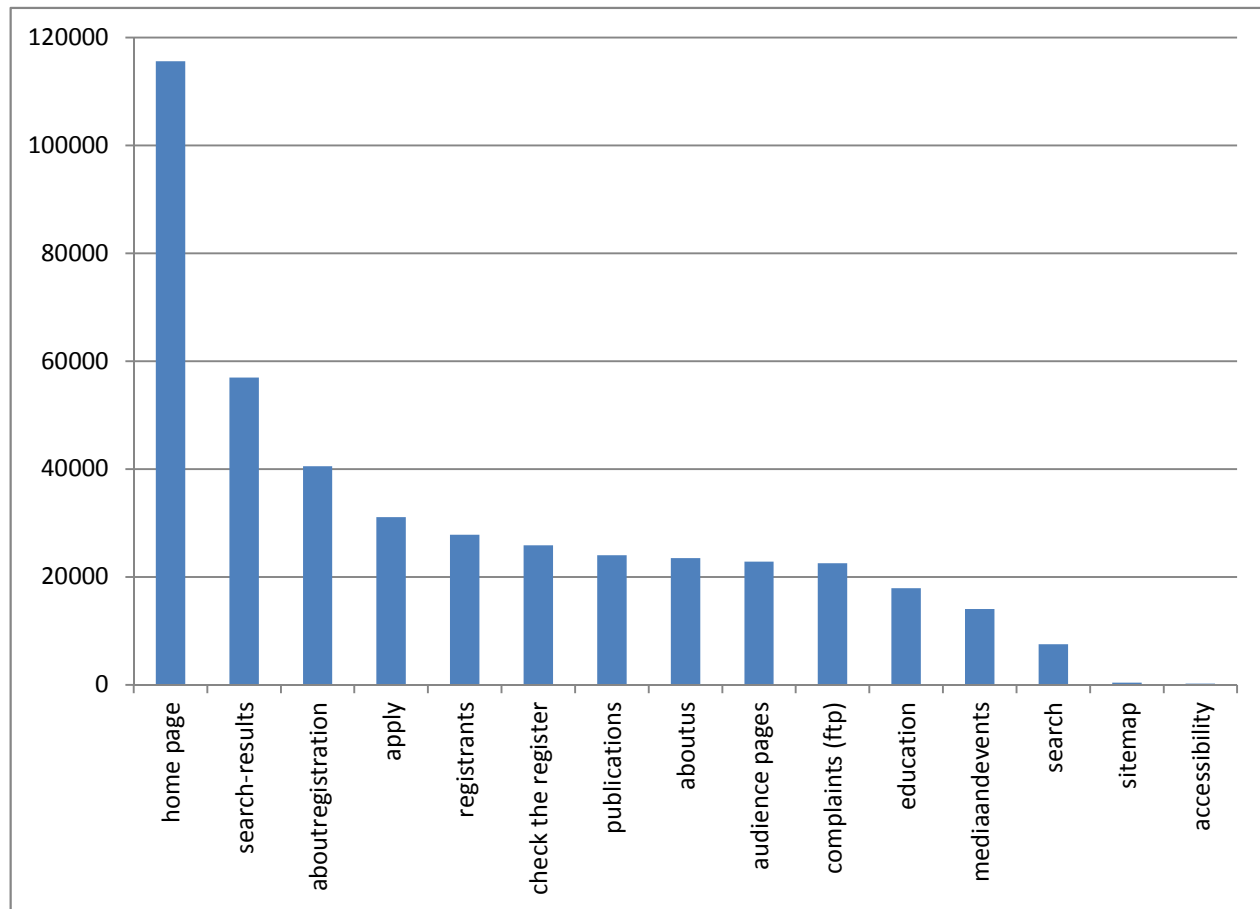
Referring websites July 2013

Domain	Visits
1 Direct Traffic	102087
2 google.co.uk	90420
3 hpc-uk.org	13729
4 bing.com	10677
5 google.com	5250
6 hcpc-uk.org	4190
7 nhscareers.nhs.uk	3387
8 yahoo.com	2980
9 gsc.org.uk	2926
10 facebook.com	1479
11 communitycare.co.uk	1355
12 google.com.au	1133
13 prospects.ac.uk	993
14 ask.com	976
15 google.ie	970
16 google.co.in	880
17 nhsbsa.nhs.uk	826
18 bps.org.uk	745
19 nhs.uk	634
20 csp.org.uk	556
21 uk.com	508
22 google.pt	493
23 avg.com	462
24 reed.co.uk	432
25 ibms.org	414
Other	17,561
<b>Total</b>	<b>266,063</b>



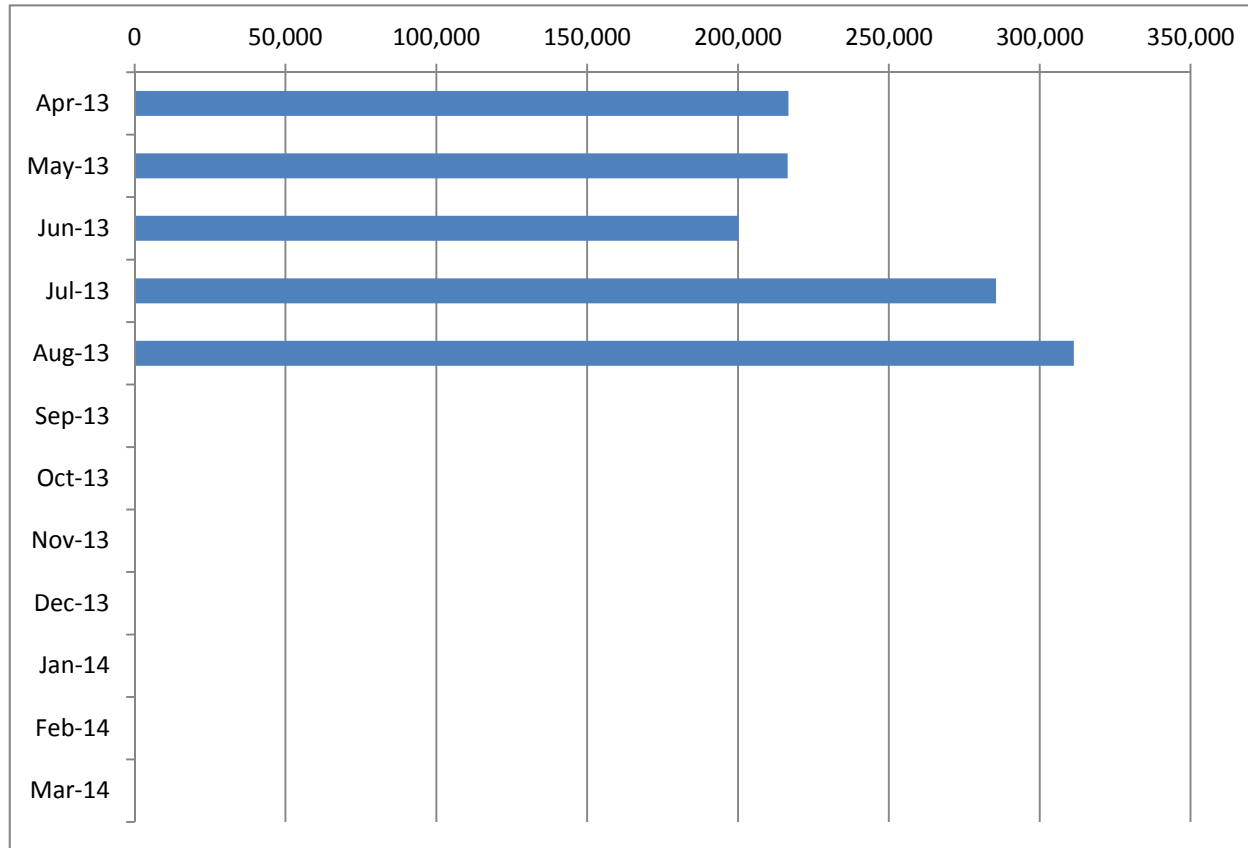
**Directories visited August 2013**

<b>Home</b>	155,654
<b>Register search / help</b>	105,720
<b>About registration</b>	50,917
<b>Check the Register</b>	48,628
<b>Registrants</b>	46,880
<b>Apply</b>	38,857
<b>About us</b>	29,946
<b>Audience pages</b>	28,115
<b>Complaints</b>	22,467
<b>Education</b>	17,975
<b>Publications</b>	17,434
<b>Media and events</b>	14,806
<b>Site search</b>	9,234
<b>Site map</b>	382
<b>Welsh</b>	103
<b>Accessibility</b>	54



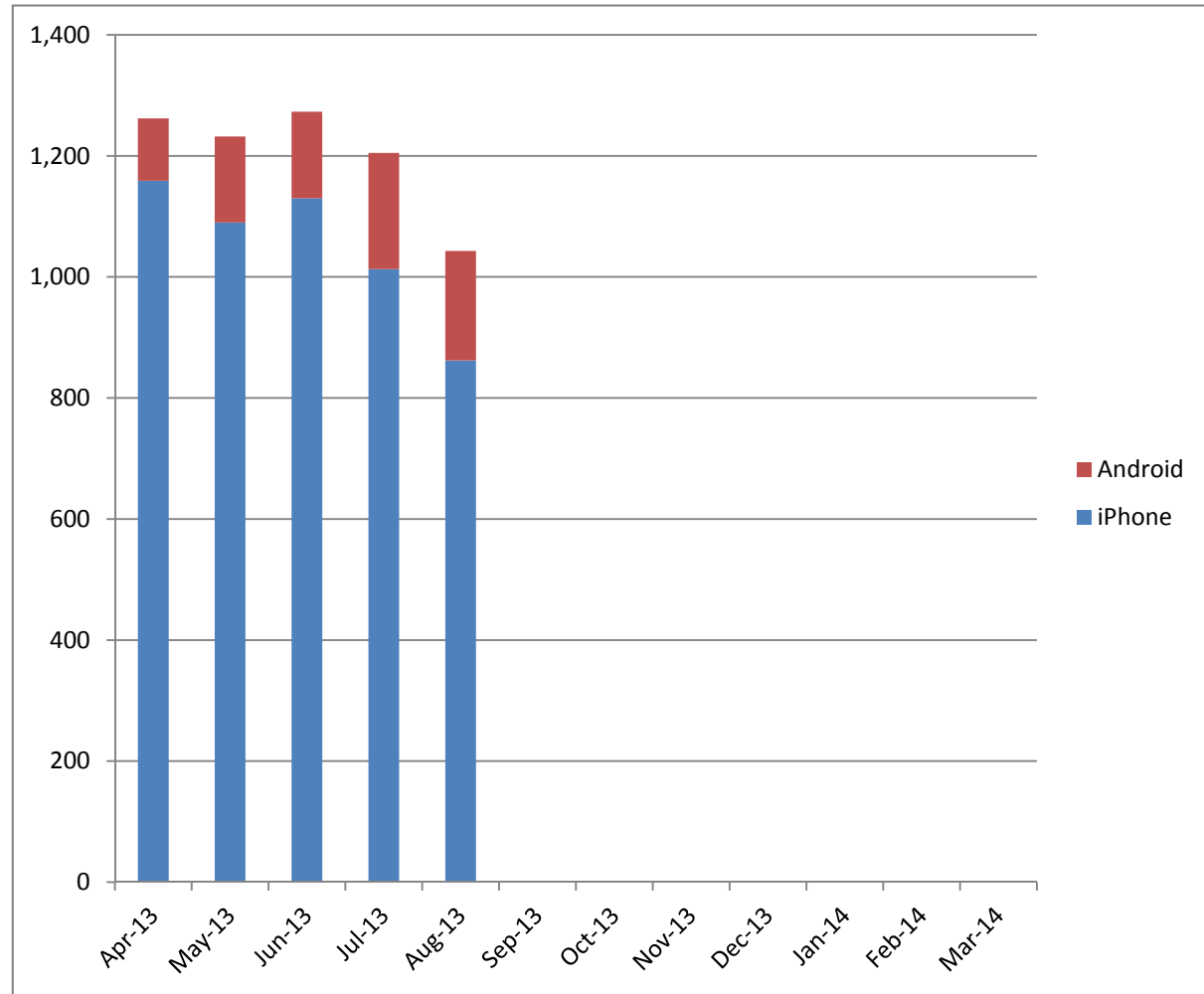
**Result page views on 'Check the Register' (website)**

	Views
Apr-13	216,713
May-13	216,472
Jun-13	200,163
Jul-13	285,512
Aug-13	311,314
Sep-13	
Oct-13	
Nov-13	
Dec-13	
Jan-14	
Feb-14	
Mar-14	



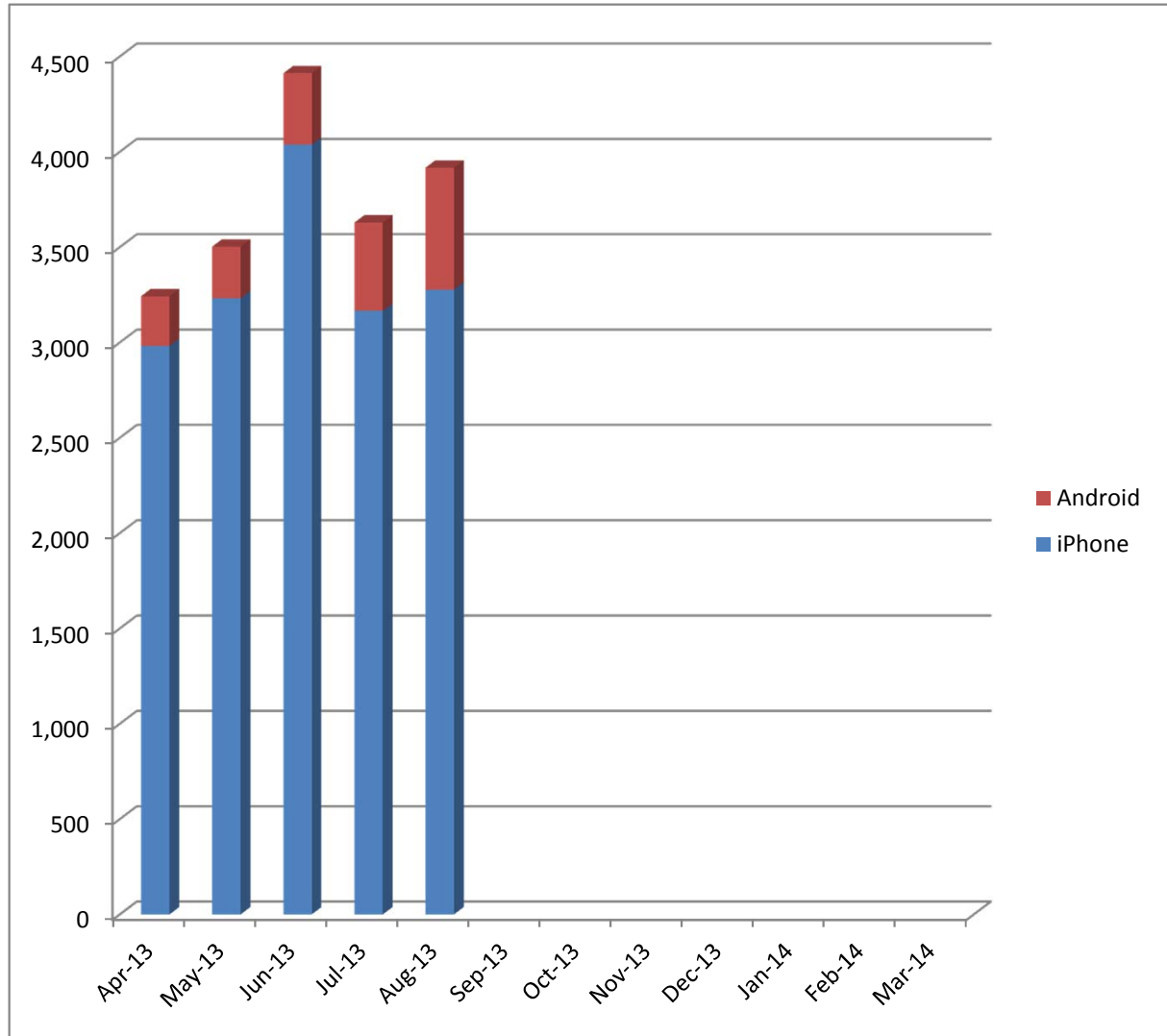
**HCPC mobile app - active users**

	iPhone	Android	Total
Apr-13	1,159	103	1,262
May-13	1,090	142	1,232
Jun-13	1,130	143	1,273
Jul-13	1,013	192	1,205
Aug-13	862	181	1,043
Sep-13			
Oct-13			
Nov-13			
Dec-13			
Jan-14			
Feb-14			
Mar-14			



**HCPC mobile app - Register searches**

	iPhone	Android	Total
Apr-13	2,982	261	3,243
May-13	3,231	272	3,503
Jun-13	4,037	375	4,412
Jul-13	3,165	464	3,629
Aug-13	3,278	639	3,917
Sep-13			
Oct-13			
Nov-13			
Dec-13			
Jan-14			
Feb-14			
Mar-14			



## Google AdWords Report Quarter 4 2013

### Introduction and background information

Google AdWords is Google's advertising system in which advertisers bid on certain key words in order for their clickable ads to appear in Google's search results.

HCPC has an extensive list of adwords relating to our professions, particularly those that are public facing. Our keywords are linked to our key messages such as checking a professional is registered.

### Statistical information

Attached is our Q4 2013 Google AdWords Report. It provides an overview of the campaign each quarter and is produced by Infinite, the agency which manages this campaign for us. It sets out a range of statistical information and provides commentary on how the campaign is performing.

In this quarter impressions are up by 15% and clicks up over 16% with cost per click coming down. This means that since the introduction of the two Social Worker adwords clicks through to the website have increased by 42% in six months (2,868 click increase).

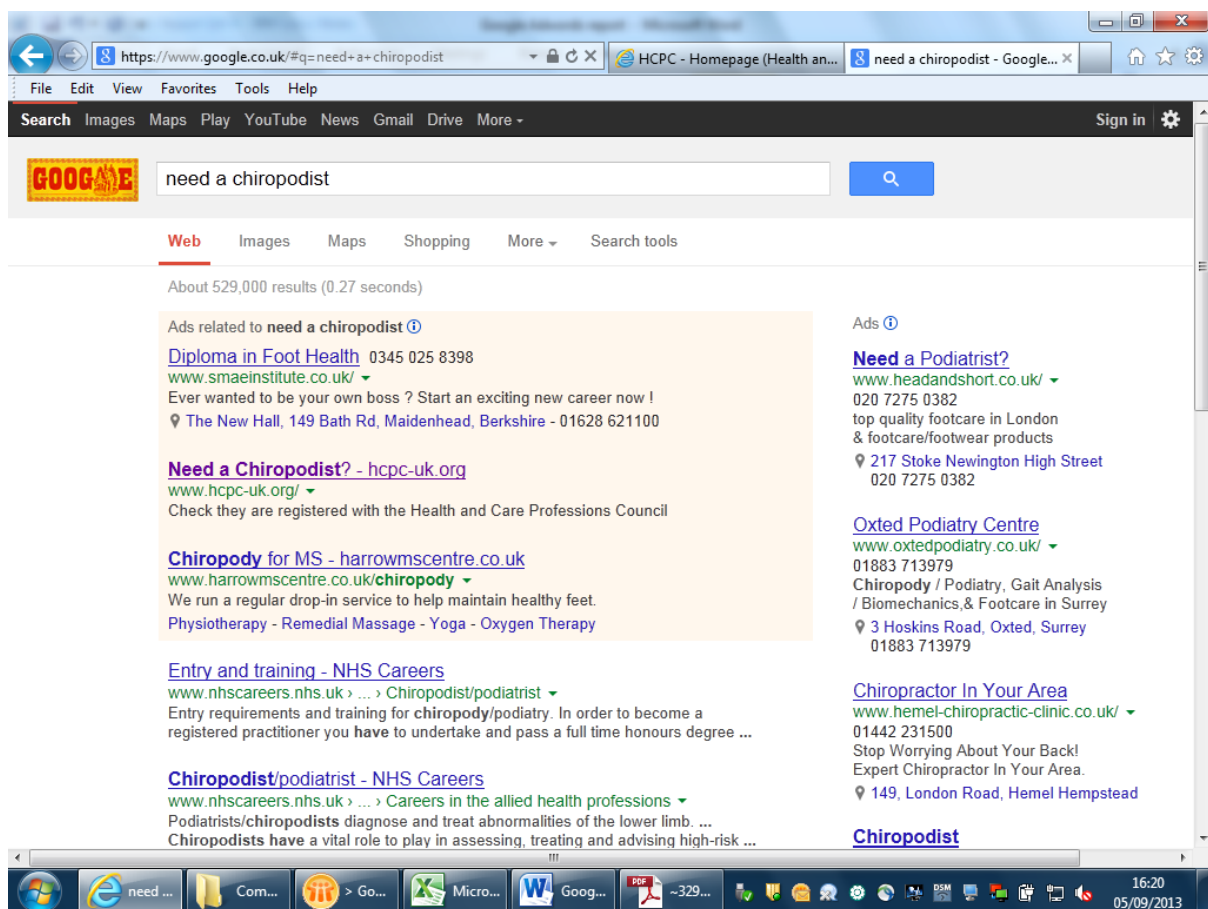
Due to the way the AdWords bidding strategy works this increase has meant that the less popular Ad Groups such as Language Therapy and Sports Injury have decreased because more of the budget is being used to fund the better value and more successful click through ratios of the Social Worker ads.

Table: examples of some of our Google AdWords

Updated Ad	Variation
Need Language Therapy? Is the therapist registered at the Health and Care Professions Council hcpc-uk.org	Getting Language Therapy? Is your therapist registered at the Health and Care Professions Council hcpc-uk.org
Want a Dietitian? Check they are registered with the Health and Care Professions Council hcpc-uk.org	Got a Dietitian? Is your therapist registered at the Health and Care Professions Council hcpc-uk.org
Got a Sports Injury? Check the physios registered at the Health and Care Professions Council hcpc-uk.org	Getting Physiotherapy? Is your physio registered with the Health and Care Professions Council hcpc-uk.org

<p>Need a Chiroprapist? Check they are registered with the Health and Care Professions Council hpc-uk.org</p>	<p>Getting foot treatment? Is the podiatrist registered at the Health and Care Professions Council hpc-uk.org</p>
<p>Need a Physiotherapist? Check they are registered with the Health and Care Professions Council hpc-uk.org</p>	<p>Getting Physiotherapy? Is your physio registered with the Health and Care Professions Council hpc-uk.org</p>

Table: example of an adword on Google



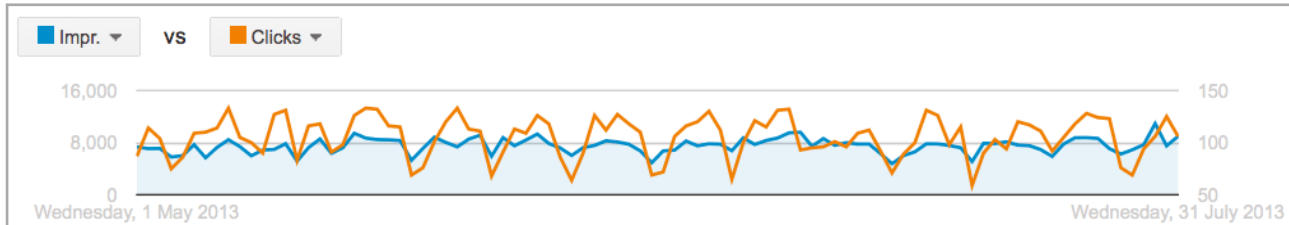
**HCPC Google AdWords Report**

Year 5, Quarter 4, 2013

**May 2013 – July 2013**



## Overview



	Impressions	Clicks	CTR	CPC	CPM	Cost
This Quarter	693,521	9,667	1.39%	£0.14	£1.98	£1,370.00
Last Quarter	586,259	8,095	1.38%	£0.16	£2.24	£1,315.00
Increase/Decrease	107,262	1,572	0.01%	-2.00%	-£0.27	£55.00
% Increase/Decrease	15.47%	16.26%	0.72%	-14.29%	-13.55%	4.01%

CTR = Click Through Ratio  
 CPC = Average Cost Per Click  
 CPM = Cost Per 1,000 Impressions

The chart above shows how the campaign has performed over the fourth quarter of year 5. The chart overlays the impressions data (blue) with the clicks data (orange at a different scale) over the period May 2013 to July 2013. This shows the link between impressions, the number of times the ads are shown on a Google search page, and Clicks, the number of times a user clicks through to the HCPC website. The regular troughs that appear in the plots correspond to weekends where the numbers for both impressions and clicks decrease.

Compared to the previous period (Q3 February 2013 - April 2013) both impressions and clicks show another consecutive increase over the quarter (Q3 was an increase on Q2 with 15% more impressions and 16% clicks). The impressions for Q4 rose by a further 15.47% and the clicks by 16.26%. This means that over the last two quarters Impressions have increased by 194,333 and Clicks through to the website by 2,868. These are impressive stats equating to 42% more users landing on the site over the last quarter compared to six months ago.

As reported last quarter this substantial increase is mainly down to the addition of two new Social Workers Ad Groups in March 2013. Social Worker Ad 2 in particular adding substantially to the number of impressions and clicks, becoming the second best performing Ad Group after Chiropody.

The average cost per click has decreased again this quarter to just 14p (Q3 16p) and that combined with another large increase in impressions has meant the cost per 1,000 impression indicator (CPM) has decreased to £1.98 (Q3 £2.24). The click through ratio has increased very slightly to 1.39% (Q3 1.38%) and the daily click throughs have increased from 92 per day for Q3 to an average 106 per day this quarter.

As can be seen from this quarters figures above, compared to the last quarter:

- ▲ The impressions have risen to **693,521** (previously 586,259).
- ▲ The clicks have increased to **9,667** (previously 8,095).
- ▲ The click through ratio (CTR) has increased slightly to **1.39%** (previously 1.38%).
- ▲ The average number of daily click throughs has jumped to **106** per day (previously 92).

## May 13

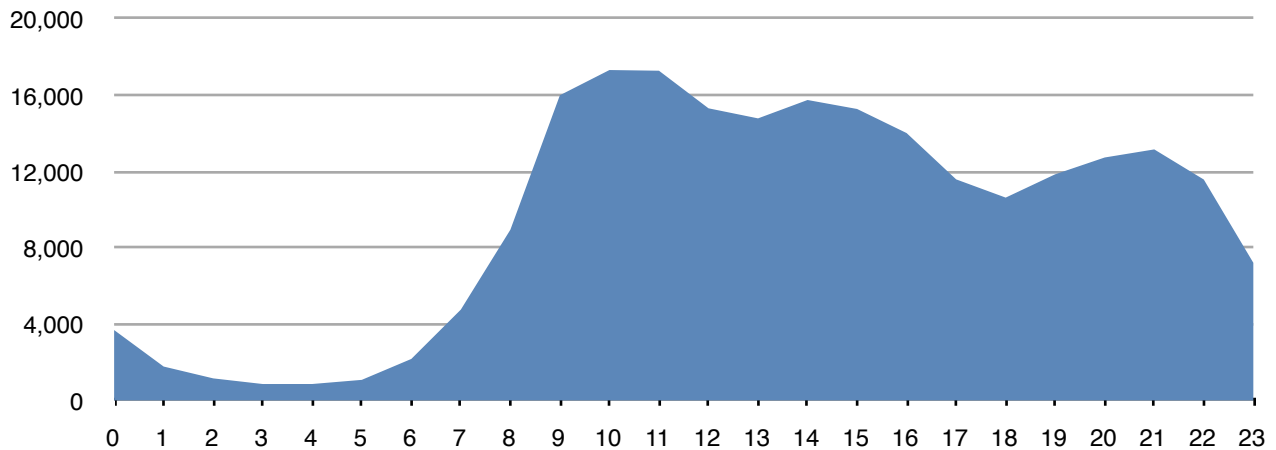
■ May's Impressions chart shows the standard early morning rise from 6 – 9am then a steady, slightly reducing volume throughout the day with slight surges during the afternoon. There is a marked early evening peak at 9pm and then the number of impressions tails off into the early hours.

■ The clicks chart roughly follows the pattern of the impressions peaking at 260 clicks around 10am. Unusually this month although the volume of clicks starts to fall off in the afternoon there is a sudden surge to a second even higher peak at 1pm. As the chart is an average over the month reasons for that second peak are difficult to quantify but interesting all the same and may be worth investigating closer. The clicks then follow a standard pattern, slowly decreasing to 6pm before rising to peak at 8pm before dropping sharply.

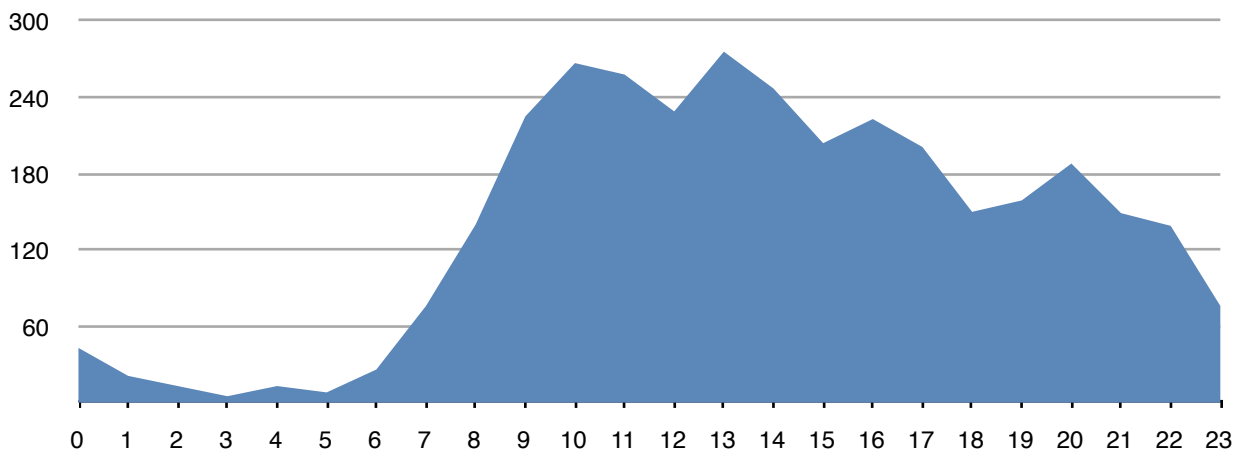
### Monthly average of hits per hour of the day

1 May – 31 May

Impressions



Clicks



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HCPC Google AdWords Report: **Y5, Q4, 2013**

	Impressions	Clicks	CTR	Average CPC	Cost
This Month	229,827	3,336	1.45%	£0.14	£454.71
Last Month	238,557	3,359	1.41%	£0.14	£458.37
Increase/Decrease	-8,730	-23	0.04%	£0.00	-£3.66
% Increase/Decrease	-3.80%	-0.69%	3.00%	0.00%	-0.80%

CTR = Click Through Ratio  
Average CPC = Average Cost Per Click

Compared to the previous month (April Q3):

- ▼ Total impressions down by **3.80%** (8,730) to **238,557**
- ▼ Total click throughs decreased by **0.69%** (23) to **3,359**

### Summary

May saw a 4% fall in impressions but only a very small decrease in click throughs. This drop is just natural variation as the month had the same number of weekend days which, when months are compared like for like, is usually the reason behind a decrease in volumes.

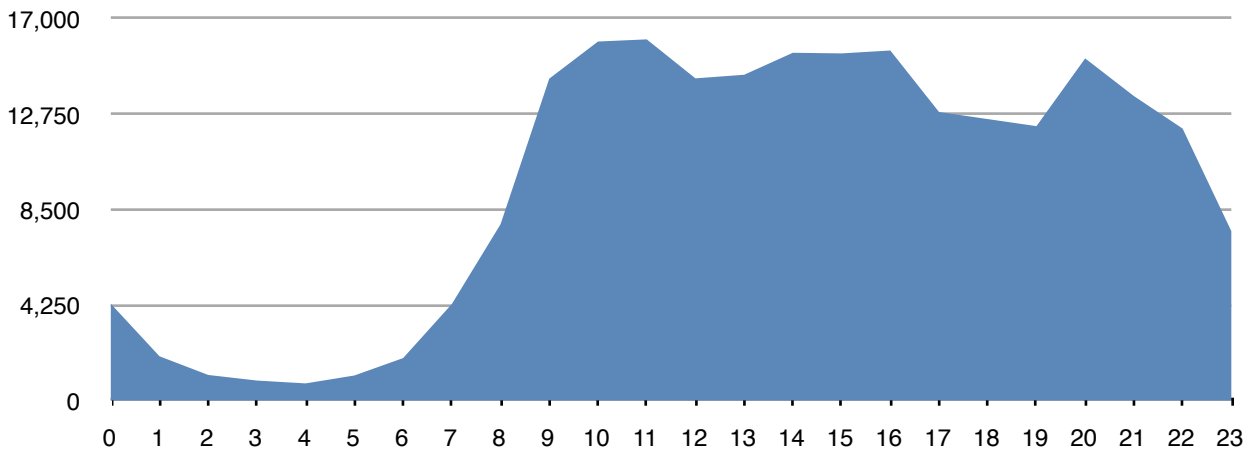
## June 13

- June's Impressions chart is almost a replica of May's, showing the usual rise from 6am to 10-11am then a slow fall off to early evening with another peak at 8pm.
- The clicks chart loosely follows the impressions pattern with a rise from 6am peaking at 240 clicks for both 10am and 11am before slowly falling throughout the afternoon. There is a further sustained surge of clicks from 6pm to 9pm before the usual sharp drop into the early hours..

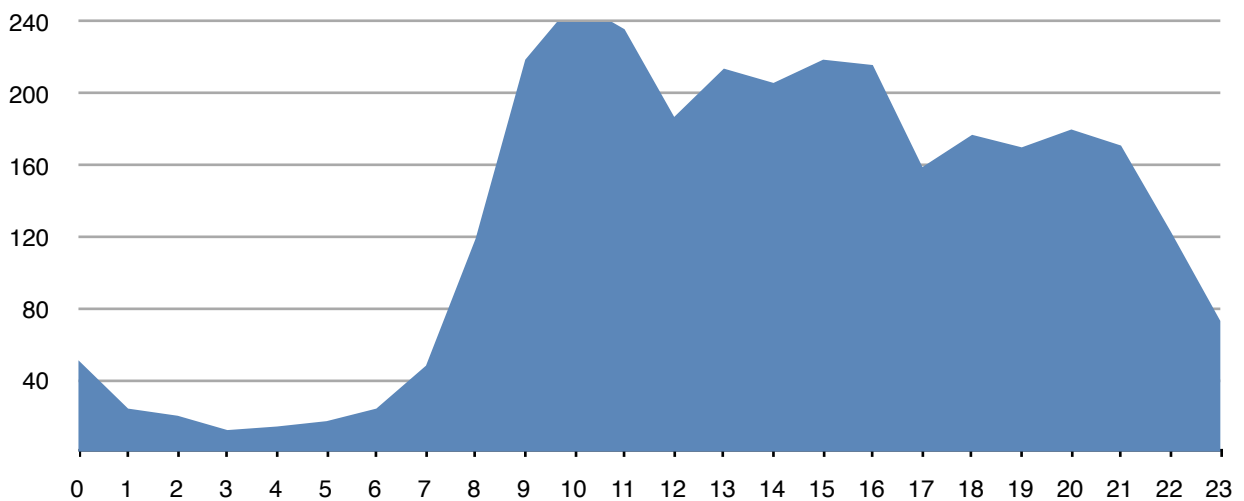
### Monthly report of hits per hour of the day

1 June – 30 June

Impressions



Clicks



HCPC Google AdWords Report: **Y5, Q4, 2013**

	Impressions	Clicks	CTR	Average CPC	Cost
This Month	232,070	3,131	1.35%	£0.15	£454.87
Last Month	229,827	3,336	1.45%	£0.14	£454.71
Increase/Decrease	2,243	-205	-0.10%	£0.01	£0.16
% Increase/Decrease	0.97%	-6.55%	-7.59%	6.67%	0.04%

CTR = Click Through Ratio  
Average CPC = Average Cost Per Click

Compared to the previous month:

- ▲ Total impressions rose by **0.97%** (2,243) to **232,070**
- ▼ Total click throughs went down by **6.55%** (205) to **3,131**

## Summary

June saw impressions rise very slightly but clicks drop by 6.55%. This drop in clicks was mainly due to there being an additional weekend in the month (there are usually 50% less click throughs at the weekend compared to the working week).

## July 13

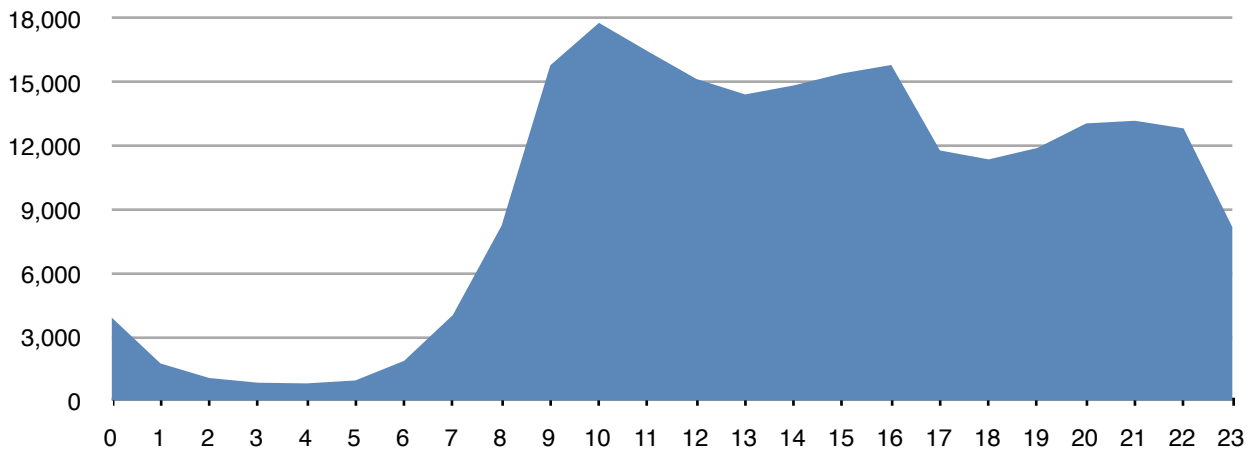
■ July's Impressions chart follows the familiar steep rise from 6am with the peak per hour now at 18,000 for 10pm. The volume of impressions steadily decreases throughout the day before a slight surge from 6pm through to 10pm before tailing off into the small hours.

■ The clicks chart roughly follows the pattern of the impressions peaking at 260 clicks around ten. Although the volume of clicks steadily starts to fall off early afternoon as with May's stats there is a sudden surge to a second even higher peak in the afternoon, this time at 3pm. There doesn't seem to be a correlation with the impressions chart, so it would be safe to assume it's not the volume of ads being shown that is causing this surge. The clicks then follow the normal pattern, tailing off to 6pm before a mini peak at 7pm then slowly falling to 9pm before dropping sharply.

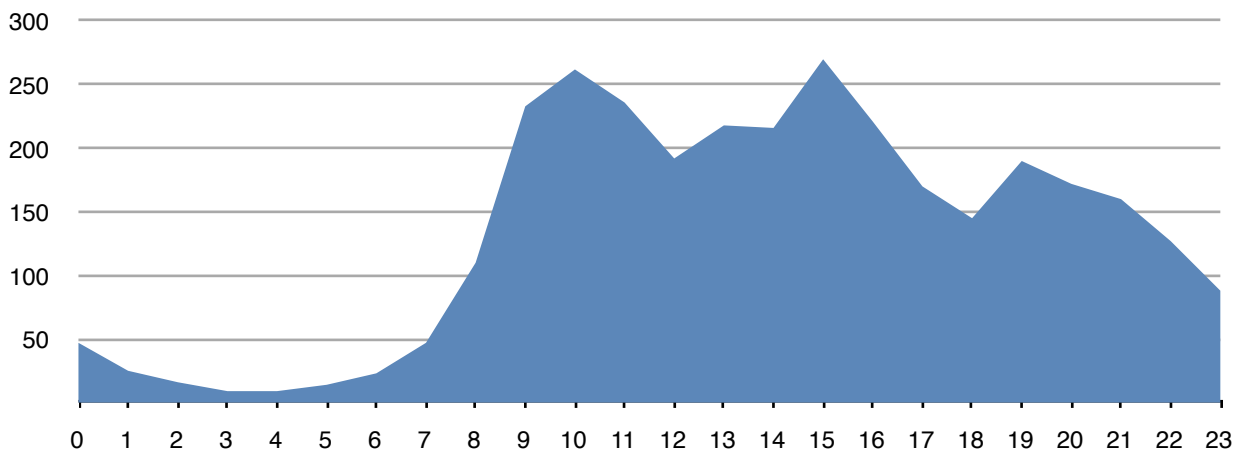
### Monthly Adreport of hits per hour of the day

1 July – 31 July

Impressions



Clicks



HCPC Google AdWords Report: **Y5, Q4, 2013**

	Impressions	Clicks	CTR	Average CPC	Cost
This Month	231,624	3,200	1.38%	£0.14	£460.43
Last Month	232,070	3,131	1.35%	£0.15	£454.87
Increase/Decrease	-446	69	0.03%	-£0.01	£5.56
% Increase/Decrease	-0.19%	2.16%	2.34%	-7.14%	1.21%

CTR = Click Through Ratio

Average CPC = Average Cost Per Click

Compared to the previous month:

- ▲ Total impressions down by **0.19%** (446) to **232,070**
- ▲ Total click throughs increased by **2.16%** (69) to **3,200**

**Summary**

July's figures show a very slight decrease in impressions but due to their being less weekend days during the month than June clicks rose by 2.16%. July is very similar to the previous two months which suggests that the ceiling for click throughs, generated by the additional two Ad Groups for Social Workers, has been reached. In fact the number of click throughs has been fairly steady since the new Ads first full month in April with a variation of just +/-114 clicks every month since.

The cost per click (CPC) represents excellent value for money at an average of just 14p per click through to the HCPC website, especially considering that just six months ago that CPC figure was 20p plus.

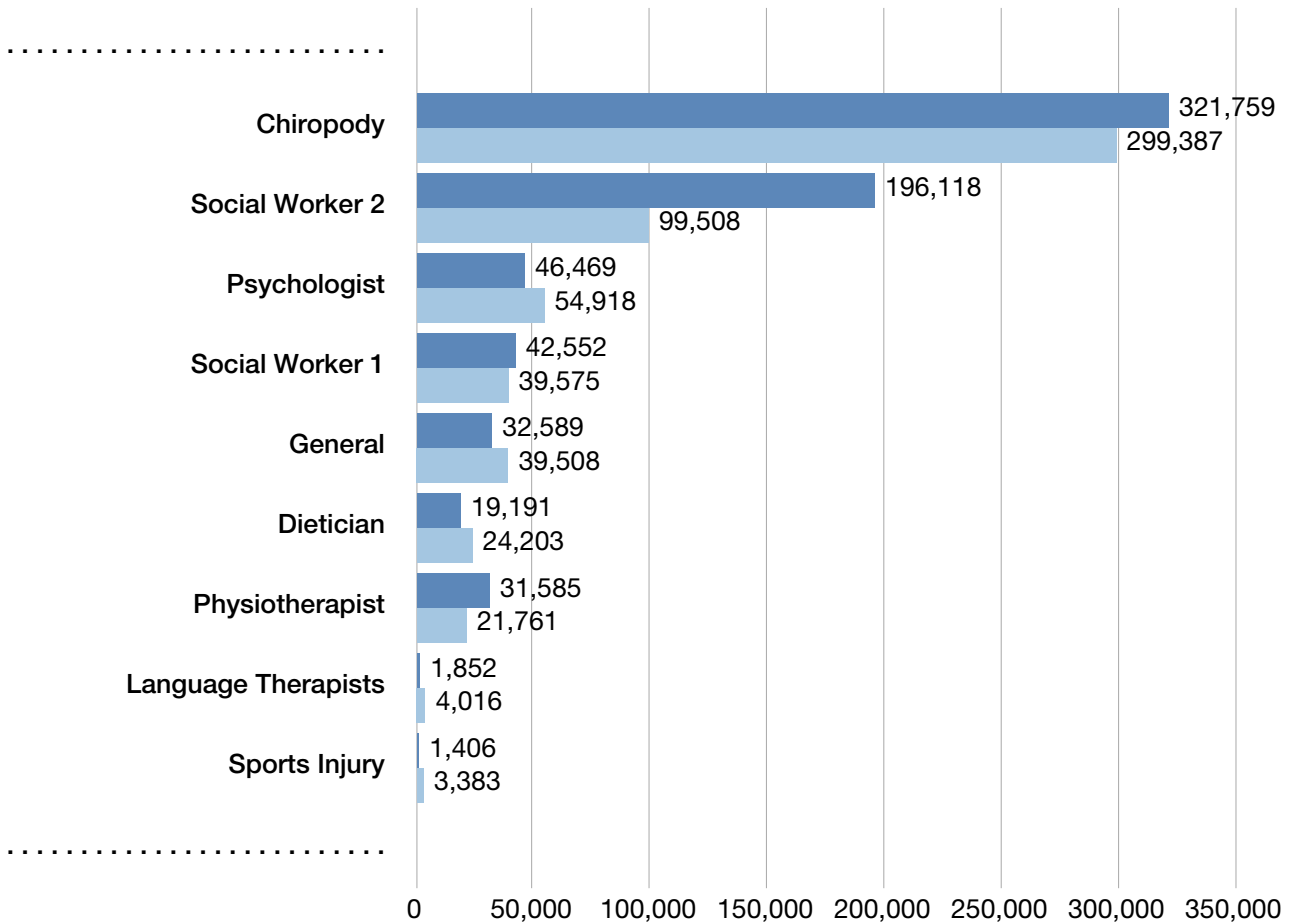
## Ad Groups

HCPC now has nine Ad Groups following the addition of the two Social Worker Ads and each Group can have several versions of an ad for that category. The bar charts below give an overview of how each of those Ad Groups are performing in comparison to the previous Quarters results.

### Categories

#### Total number of Impressions per Ad Group

- This Quarter
- Last Quarter



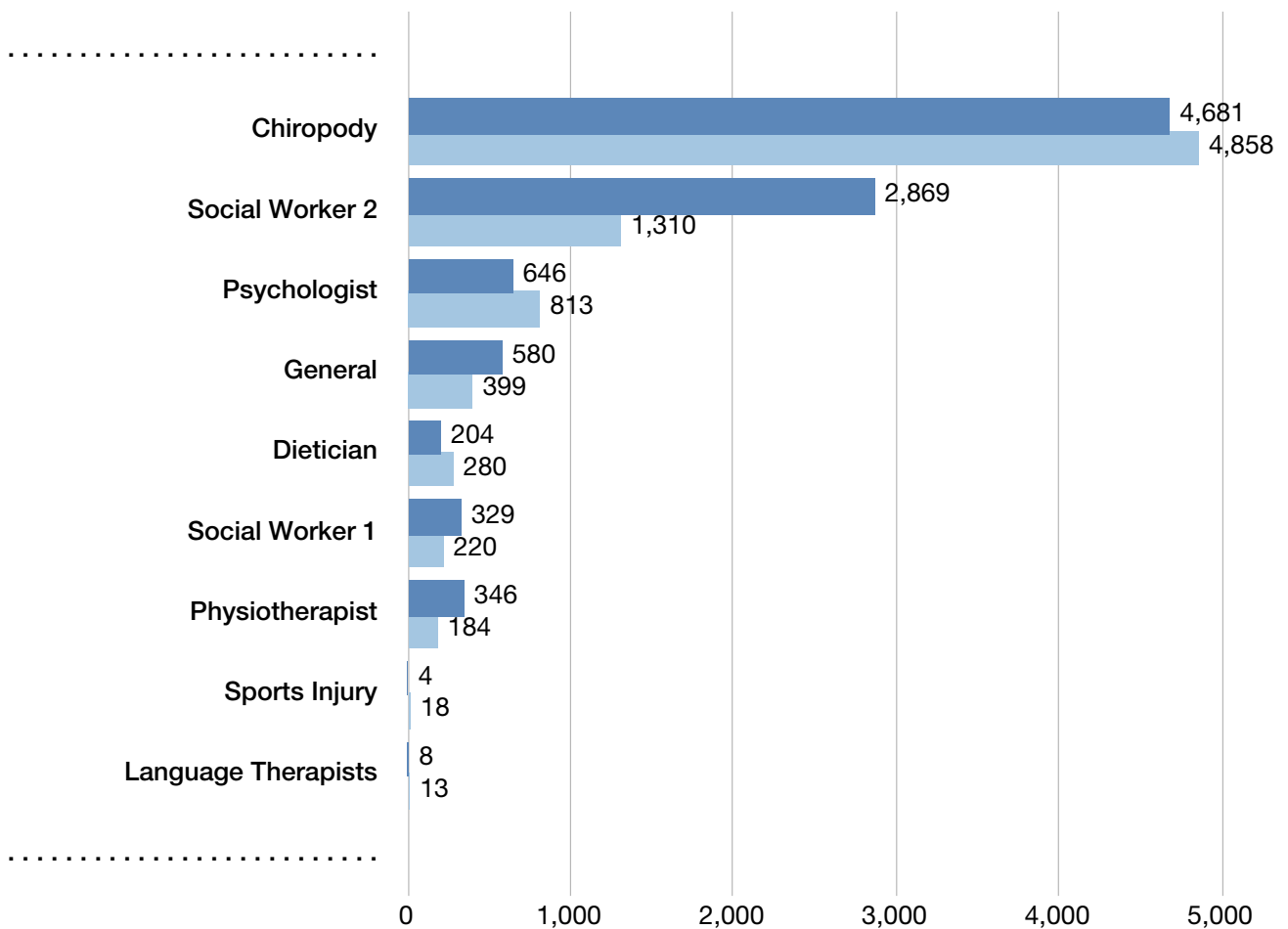
**Comment:** The Chiropody Ad Group is still showing the most impressions, increasing slightly this quarter. The Social Worker 2 Ad Group increased impressions substantially from Q3 to once more take second position from the Psychologist Ad Group. The Social Worker 1 Ad Group is still performing well increasing to 42,552 impressions.



## Categories

### Total number of Clicks per Ad Group

- This Quarter
- Last Quarter



**Comment:** The Chiropody Ad Group is still the most popular click through even though the number of clicks dropped slightly this quarter. The Social Worker 2 Ad Group more than doubled the clicks this quarter to make it again the second best performer. The General, Social Worker 1 and Physiotherapist Ad Groups also increased their click through numbers this quarter but the Psychologist, Sports Injury and Language Therapists all had fewer clicks.

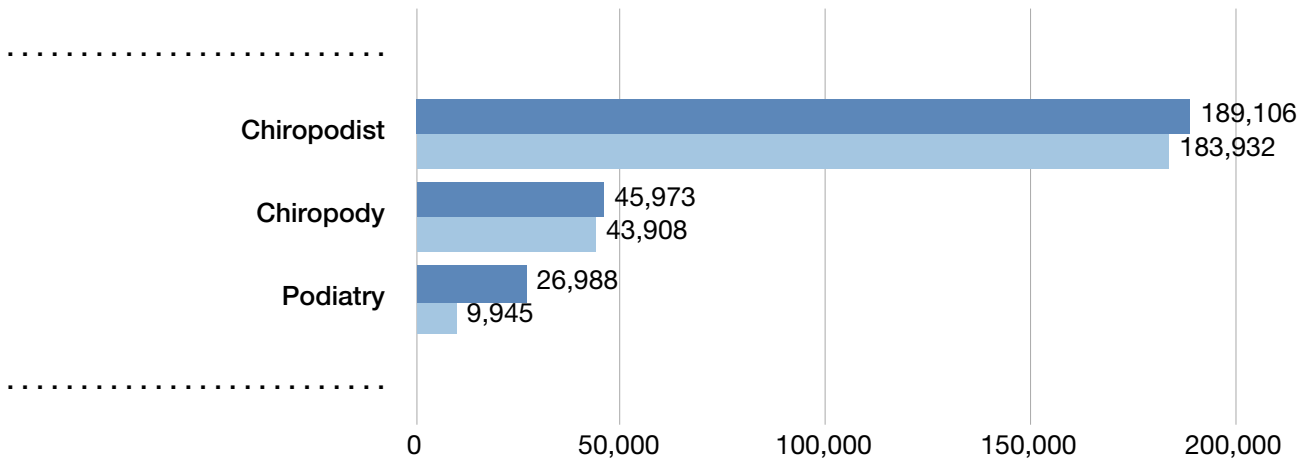
## Keywords

The keywords report was changed Q2 2012-13 to make the results more visual and accessible. Apart from the main performers like *Chiropodist*, keywords within the different categories seem to trend so this graphical approach will be more useful in showing which keywords are performing best over the quarter.

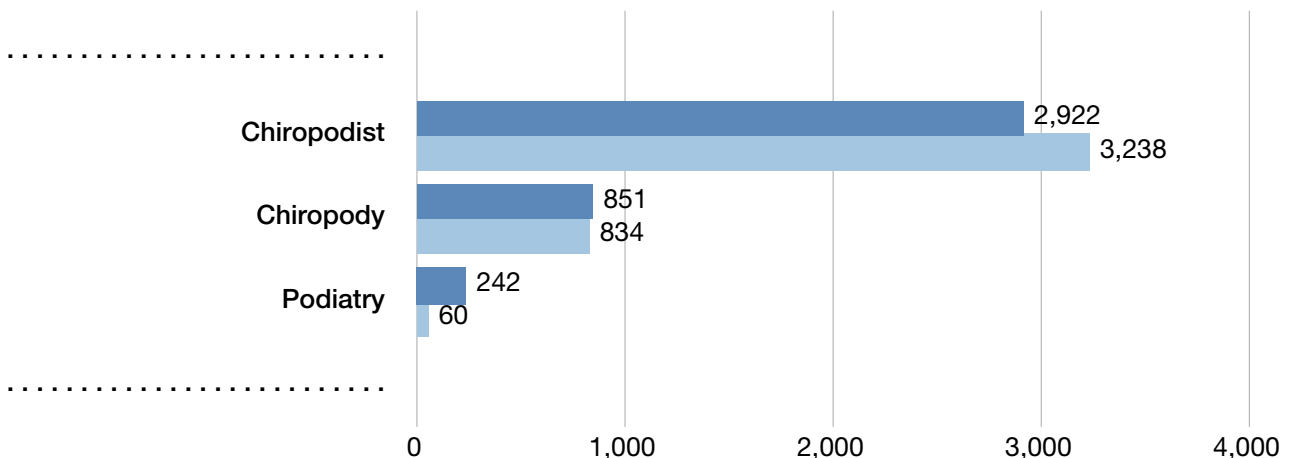
### Ad Group: Chiropody

#### Top Impressions

- This Quarter
- Last Quarter



#### Top Clicks

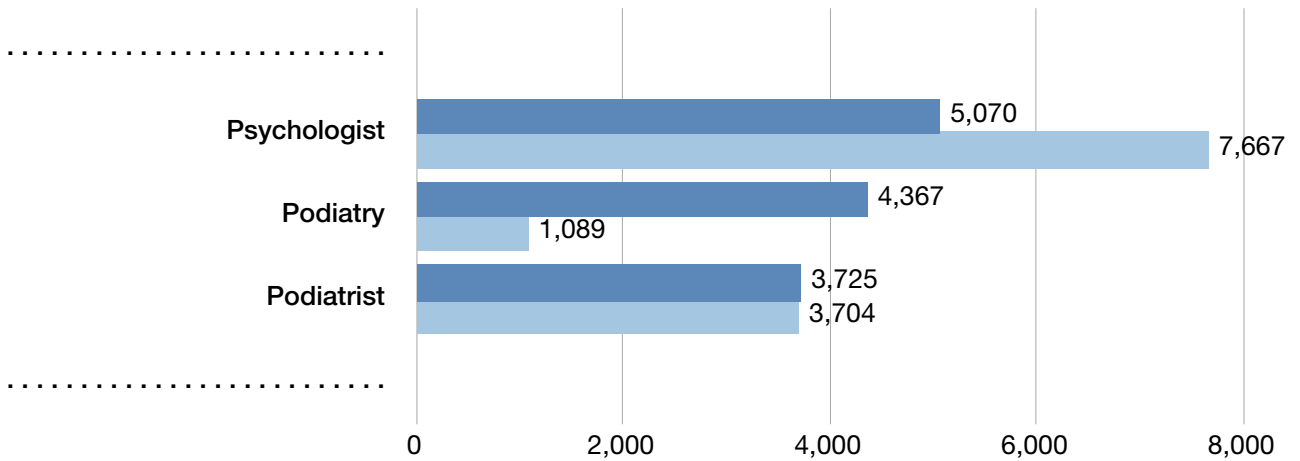


**Comment:** Chiropody has been the most consistent performing Ad Group with the keyword *Chiropodist* giving the highest clicks by far. Although the Impressions for *Chiropodist* were higher this quarter the clicks dropped slightly. *Podiatry* replaced *Podiatrist* for Q4 as the third most used search term in this category.

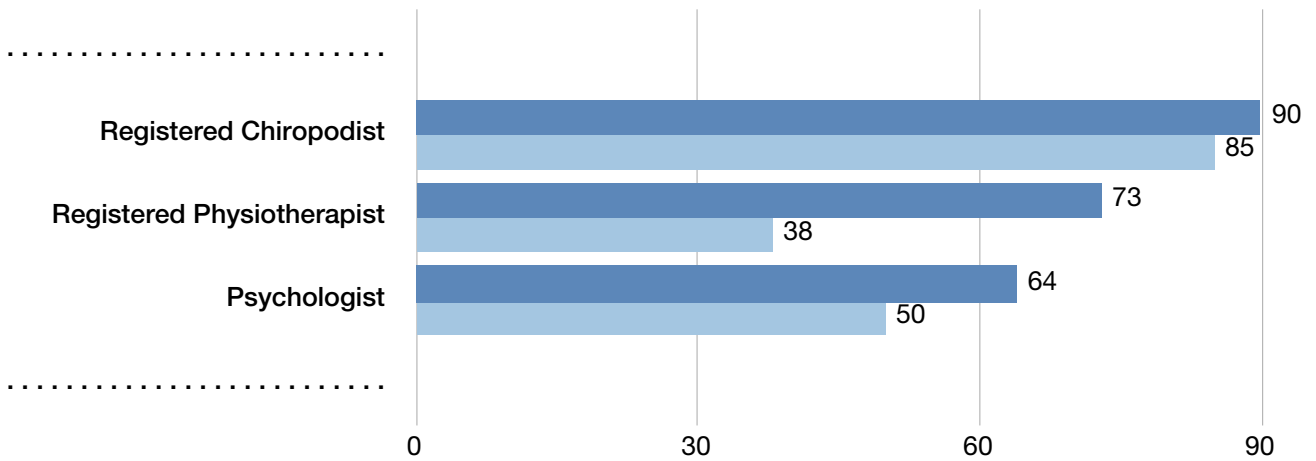
## Ad Group: General

### Top Impressions

- This Quarter
- Last Quarter



### Top Clicks



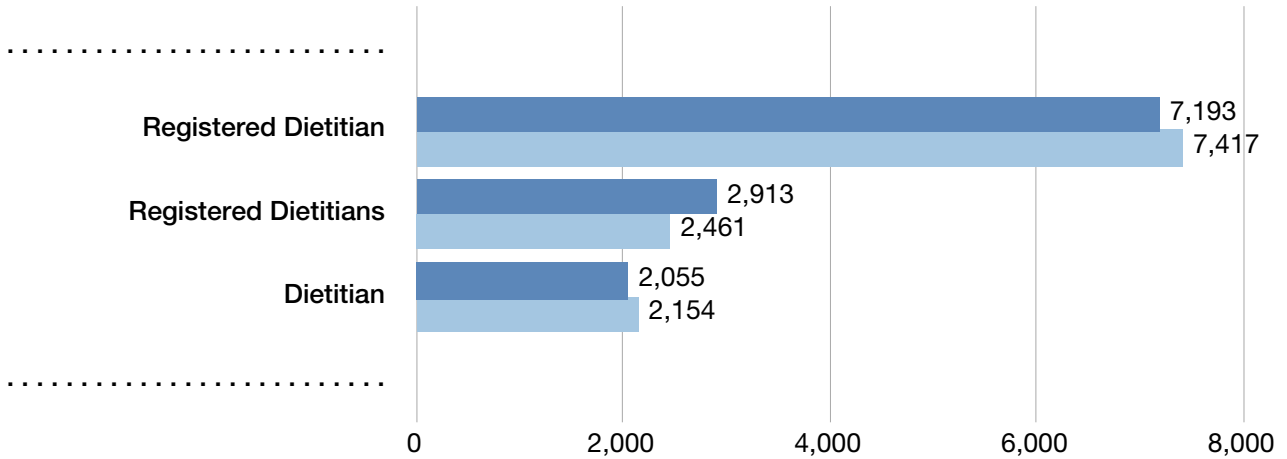
**Comment:** The General Ad is displayed randomly and reflects what the quarters keyword trend is. This category is interesting in that the impressions don't correlate with the clicks. This is probably because the general ad is not specific to the search term therefore the user may not quite get the link. For instance if the term Psychologist is searched for the General ad that may be shown is *Are they registered?*, If it was the Psychologist Ad that was shown the strap line is *Need a Psychologist?* which is more appropriate to the search and may get the click.

This quarter *Registered Chiropodist* is still the top click through but *Registered Physiotherapist* is running a close second with a big jump in clicks from the last quarter, this has knocked *Psychologist* into third position (Q3 2nd)

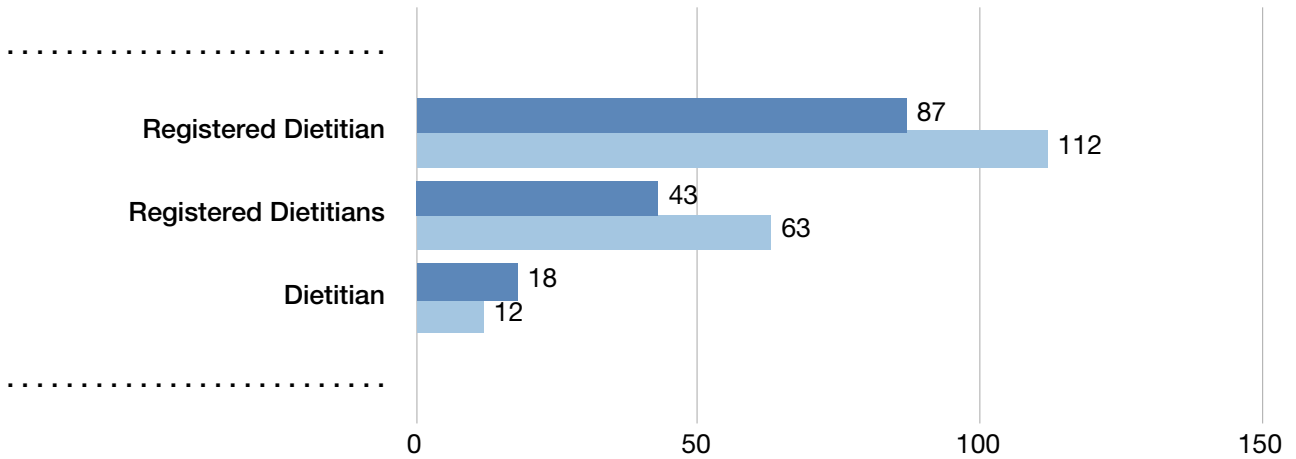
## Ad Group: Dietitian

### Top Impressions

- This Quarter
- Last Quarter



### Top Clicks

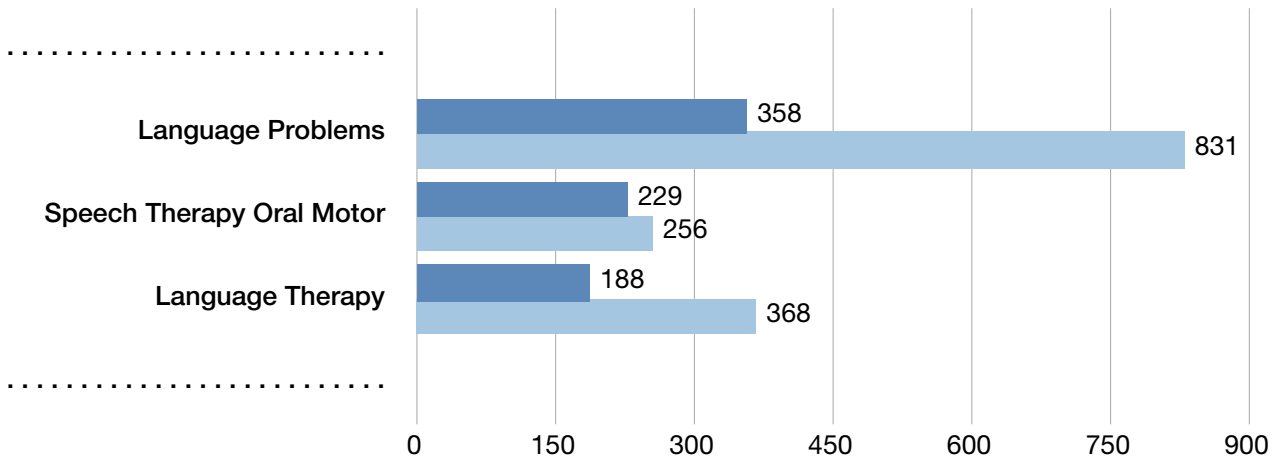


**Comment:** *Registered Dietitian* is still the top search in this Ad Group even though clicks have dipped this quarter. *Registered Dieticians* showed a similar drop in clicks, could this be down to that users post Christmas interest in diets and nutrition has waned?

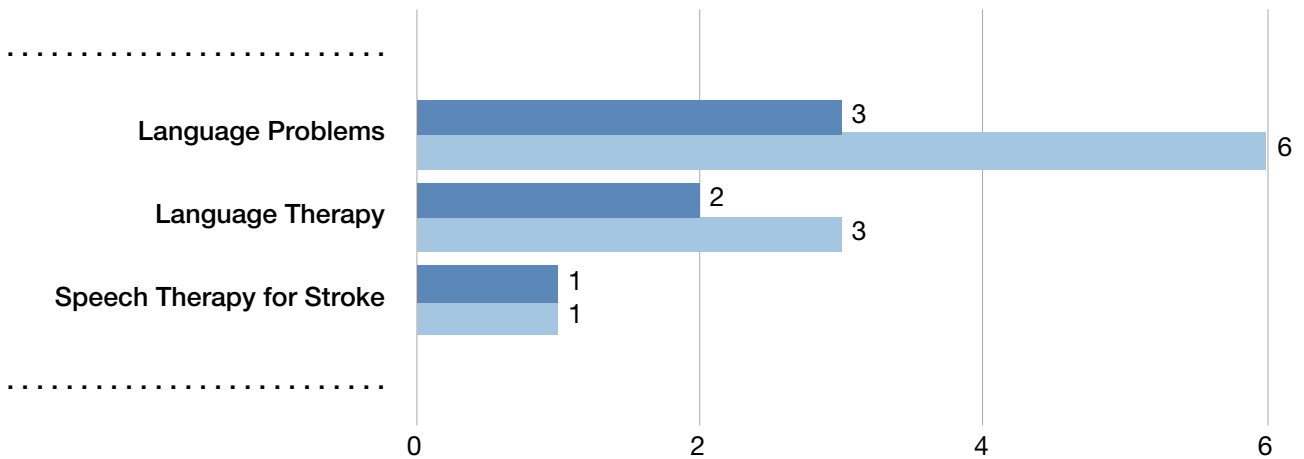
## Ad Group: Language Therapists

### Top Impressions

- This Quarter
- Last Quarter



### Top Clicks

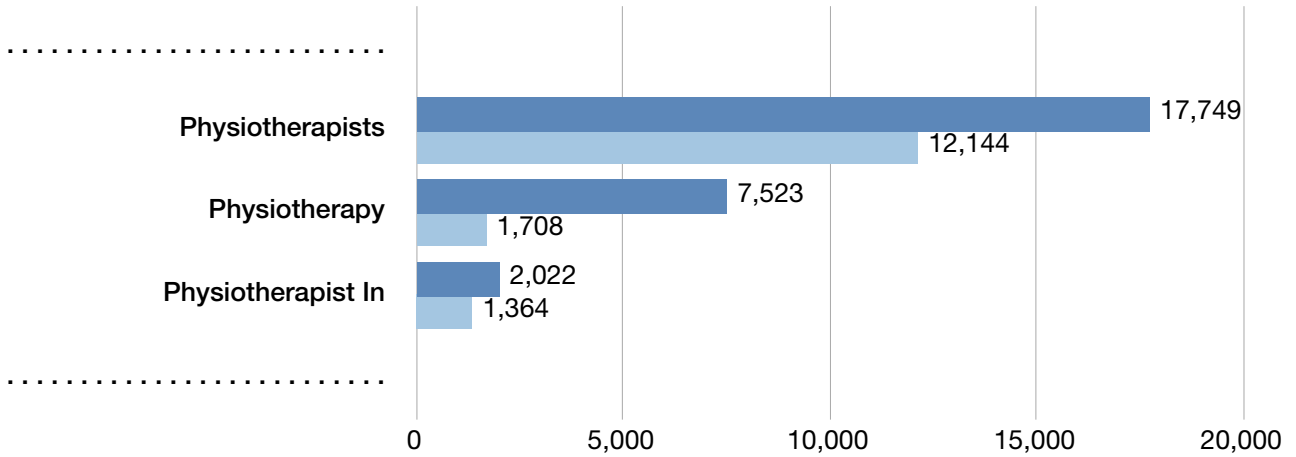


**Comment:** Language Therapy Ad Group's impressions and clicks have fallen again this quarter but as explained in the last report looking into the figures it seems that they have suffered due to the success of the Social Workers Ads. The HCPC Campaign has a limited daily budget and the AdWords System bids for ad position throughout the day managing the budget as it goes, so if the system is getting good results and clicks for a group that's returning big numbers (such as the Social Worker Ads) then bids for the less popular searches are compromised as a result.

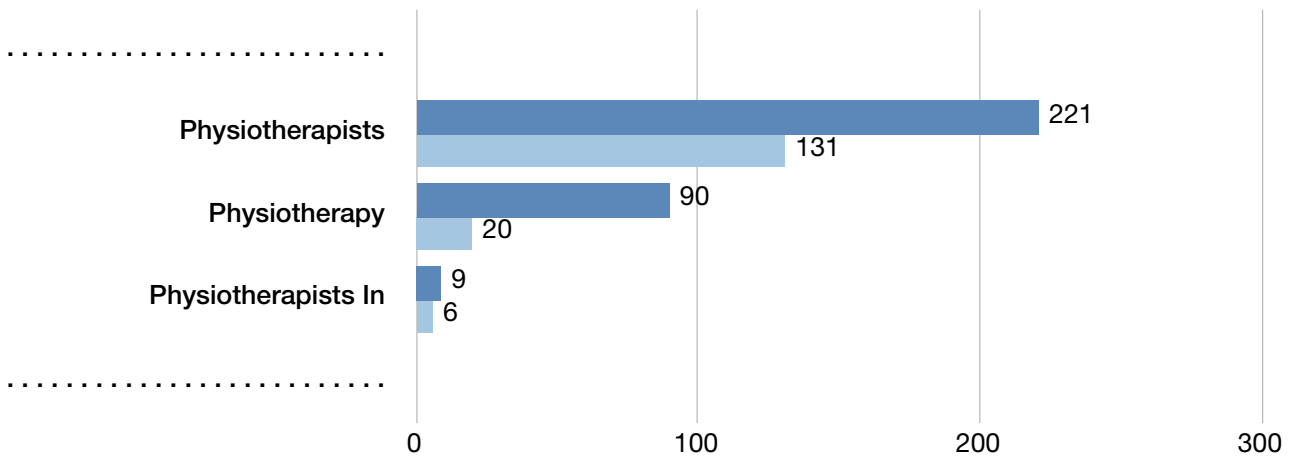
## Ad Group: Physiotherapist

### Top Impressions

- This Quarter
- Last Quarter



### Top Clicks

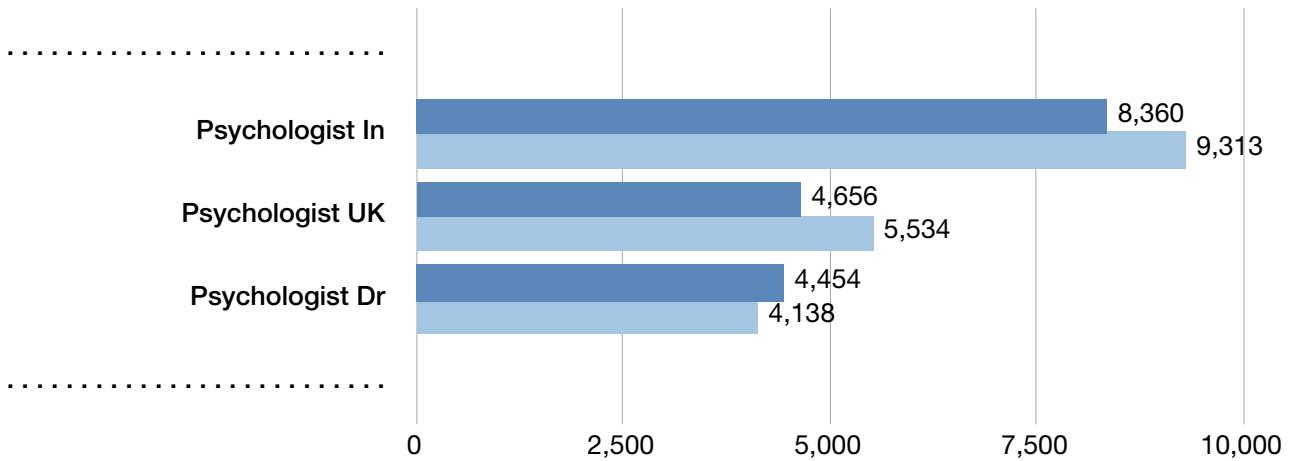


**Comment:** The Physiotherapist Ad Group increased in popularity again this quarter with big jumps in both impressions and clicks. As discussed in the last report this would seem to be a value for money induced rise driven by the bidding algorithms that underpin AdWords. The average position the ads are getting on the value optimised budget settings is now 5.2 so the ads are more visible than last quarter (5.8), hence the increase in clicks. Also the average cost per click has dropped to 15p (from 20p in Q3) so there has been more budget available over the quarter to bid. The combination of these changes has resulted in more ad visibility which has ultimately led to substantially more click throughs.

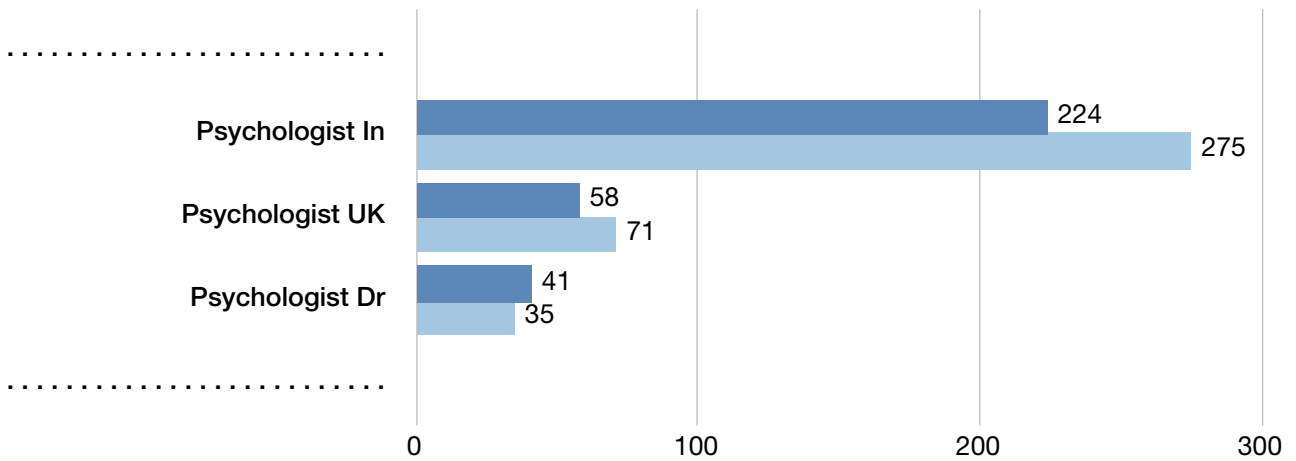
## Ad Group: Psychologist

### Top Impressions

- This Quarter
- Last Quarter



### Top Clicks

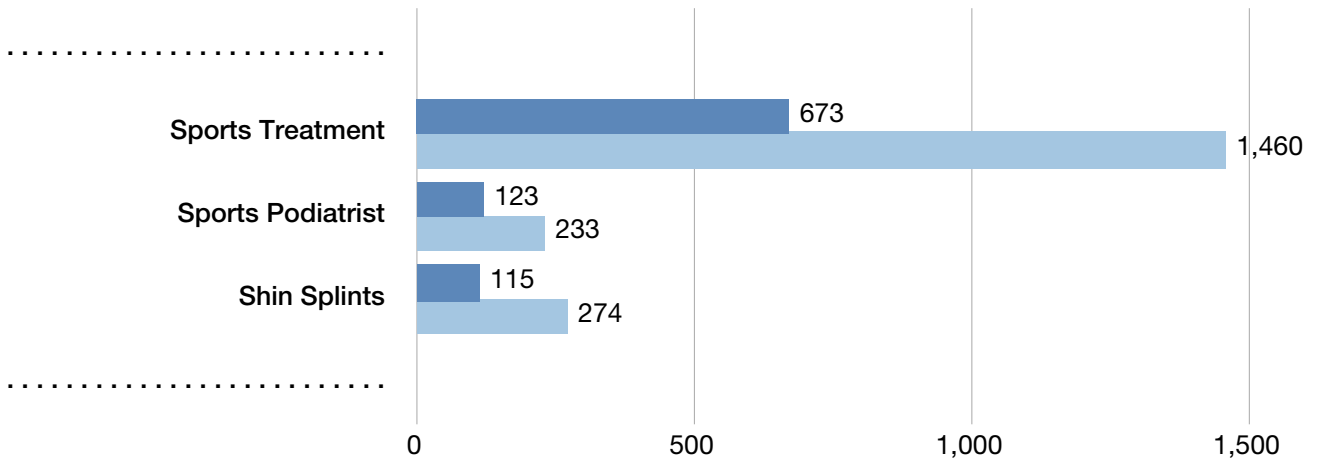


**Comment:** The Psychologist Ad Group has fallen again in both impressions and clicks compared to the last quarter. It would seem that the success of the Social Worker Ad Group has had an effect on some of the less popular Ad Groups. As the budget is limited it's being stretched further by the AdWords bidding engine going for the better value Cost Per Clicks.

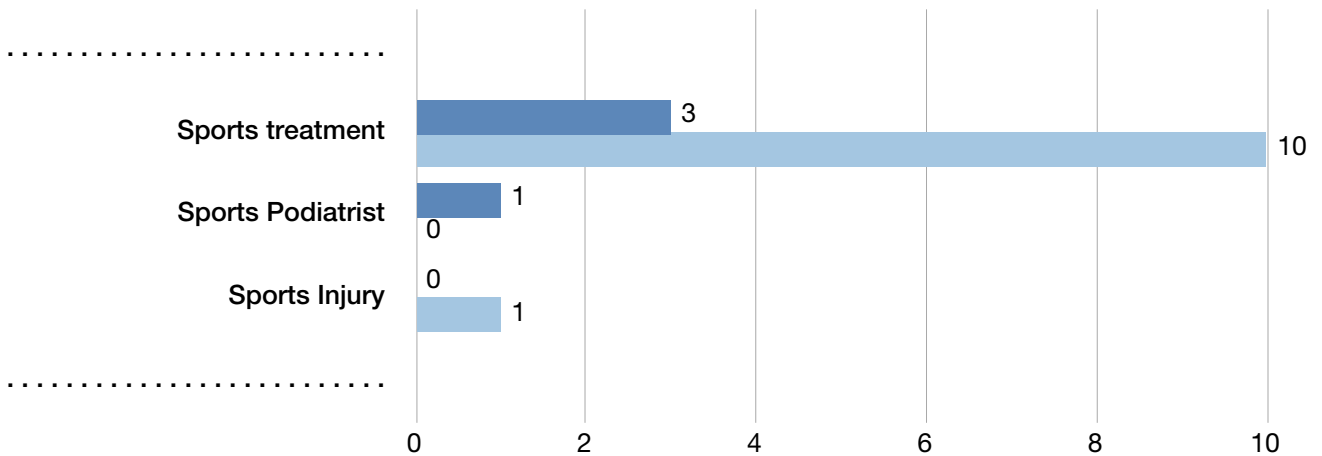
## Ad Group: Sports Injury

### Top Impressions

- This Quarter
- Last Quarter



### Top Clicks



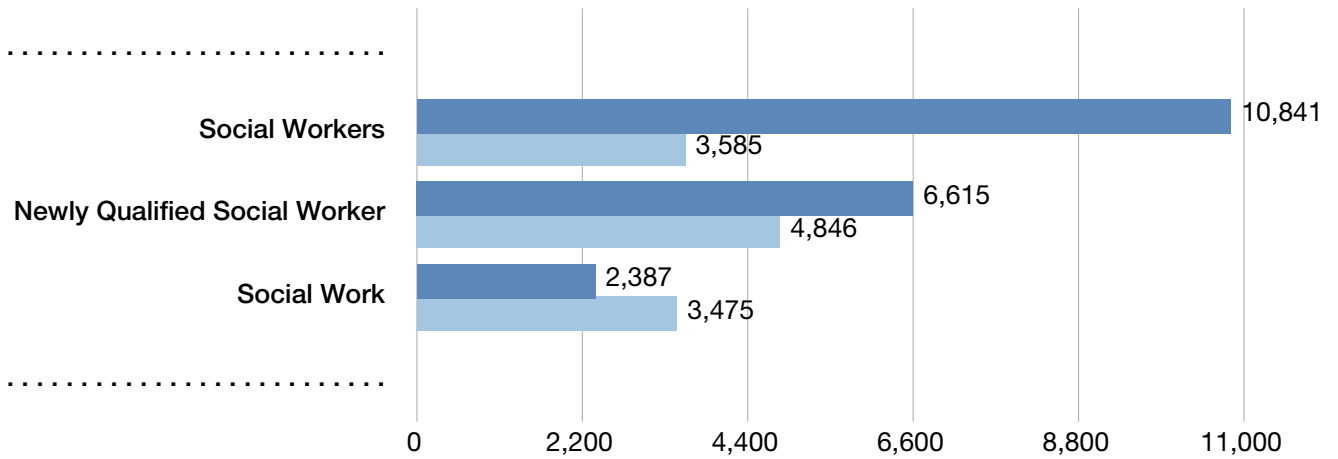
**Comment:** As has been pointed out previously the Sports Injury Ad Group is in a very competitive market. The terms Sport and Injury are dominated by not just sports injury specialists and products but injury claims companies as well, all of whom are prepared to put serious investment into ensuring they appear high up the Google AdWord list. The results for Sports Injury this quarter have been really poor with only 1,406 impressions and 4 clicks.



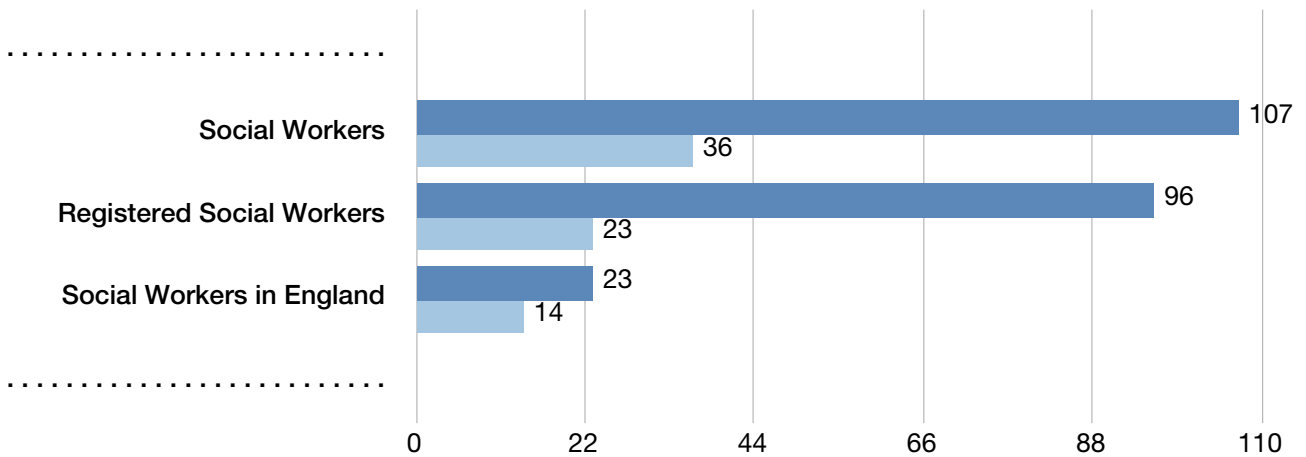
## Ad Group: Social Worker 1

### Top Impressions

- This Quarter
- Last Quarter



### Top Clicks

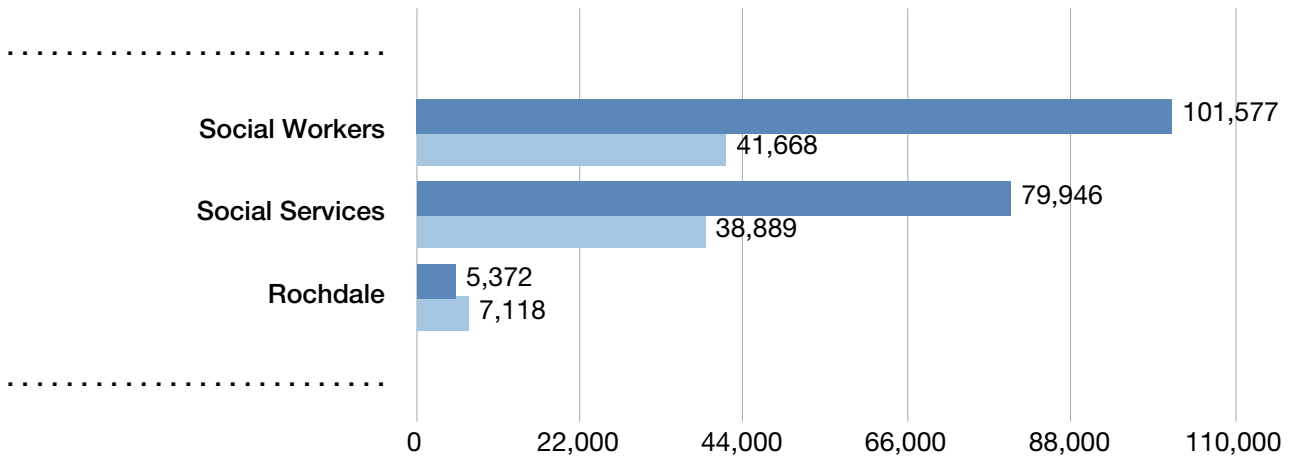


**Comment:** The Social Worker 1 Group has the headline *Social Worker In England?* This Ad has performed very well in it's first full quarter returning some quite interesting keyword search phrases. The *Social Worker* term trebling it's impressions total and click through count compared to Q3. Like other Groups the term *Registered (Social Worker)* was again used in a high proportion of the click throughs.

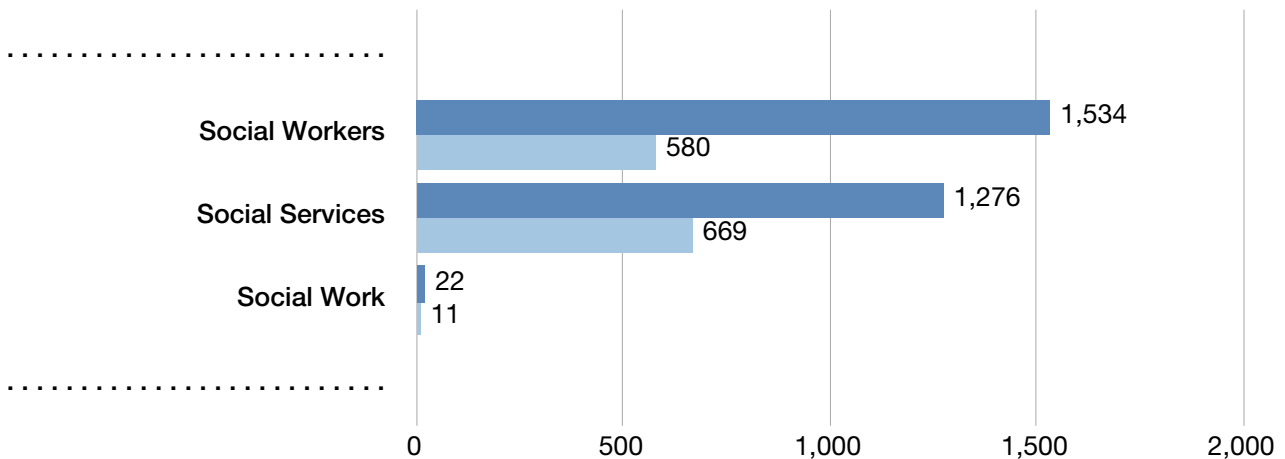
## Ad Group: Social Worker 2

### Top Impressions

- This Quarter
- Last Quarter



### Top Clicks



**Comment:** The Ad Social Worker 2 features *Need a Social Worker?*, *Got a Social Worker?* and *Getting a Social Worker?* in the headline and this Group has again been the top performer returning even higher impressions and clicks figures this quarter to make it to the second most popular Ad Group after Chiropractors for the second quarter running. The numbers of impressions shown for both *Social Workers* and *Social Services* more than doubled compared to Q3 and the click throughs nearly trebled. As in Q3 *Rochdale* featured quite highly this quarter in impressions but there weren't as many clicks (5). Whilst some of the less popular Ad Groups such as Language Therapy and Sports Injury have suffered dropping impressions and click throughs this has been far outstripped by the gains from this Ad Group.